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Radio Round-up on food

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A Service
For Directors of Home Forum Programs

New York, 7, New York
January 6, 1945

.....W-H-A-T-'-S I-N-S-I-D-E.....

PORTS OF ENTRY..FOR FISH.....Where fish is landed and how much.

.....

SMALL LOTS OF PRESSURE CANNERS.....Watch for canners at local stores.

.....

HAVING A VICTORY GARDEN THIS YEAR?.....They're going to be just as important as last year.

.....

SUGAR USE OUTSIDE THE HOME.....Where sugar will go this year.

.....

FLOSSY TOUCH TO LIFE JACKETS.....Milk weed collection and how it fared.

.....

SPEAKING OF MEAT.....Point-free meats, and tips on preparing them.

.....

ALL PUFFED UP.....Where does popcorn come from? Read and find out.

.....

BEANS NORTH OF THE BORDER.....Pinto beans are little known...but good to eat.

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THE MAYOR TALKS ABOUT FISH.....New York's educational fish campaign.

.....

FOOD FACTS.....Filler facts for your use.

.....

[illegible] fruits and vegetables in the Northeast Region.

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WAR FOOD ADMINISTRATION
Office of Distribution

....PORTS OF ENTRY....FOR FISH.....

If you were asked to name the leading fishing port in the contenental United States, would you think first of Gloucester in New England? The answer inspired by memories of clam chowder and codfish cakes would be right if you're talking about fresh or frozen fish. But in terms of weight of fish landed last year, San Pedro, California tops the nation.

In fact, the three leading ports for fish during recent years are on the California coast...San Pedro, Monterey, and San Francisco. Those ranking next in order of importance during 1944 were Gloucester and Boston in Massachusetts; then Beaufort, North Carolina; Fernandina, Florida; San Diego, California; New Bedford, Massachusetts; and Reedville, Virginia. These ten ports receive one-half of the nation's production of fish and shellfish.

At the California ports, 90 percent of the fish brought in were pilchards. While most of this catch will be used in the form of industrial oils and poultry feed, a substantial portion will be eaten as canned sardines.

Here are some figures on the port landings at San Pedro...about 390 million pounds of pilchards alone. Other landings included 100 million pounds of mackerel, 60 million pounds of tuna and small quantities of other species.

Gloucester held first place on the Atlantic coast with landings estimated at 189 million pounds. Boston followed with 160 million pounds. These ports are the nation's principal centers for fresh fish. They receive haddock, rosefish, cod, pollock, flounders, and other species handled almost exclusively by our fresh and frozen fish markets.

Beaufort, Fernandina, and Reedville ports are devoted almost entirely to a single species...menhaden. This fish, caught in tremendous quantities on the Atlantic Coast, is never seen at the fish market. It is used principally in the production of animal feeds and industrial oils.

San Diego is important because the large tuna boats that fish off Mexico and farther south land their catches at this port. Most of the 84 million pounds of fish delivered at San Diego last year were tuna which are sold primarily in canned form.

Considerable stocks of frozen fish now in cold storage warehouses and limited inventories of canned fish are a welcome addition to our other supplies of animal protein food.

MORE ABOUT FISH.....

For a story on New York City's Campaign to increase consumption of fresh and frozen fish, be sure to turn to the Northeast Regional Add.

.....HAVING A VICTORY GARDEN THIS YEAR?.....



Victory Gardens are going to be just as important this year as last. With stepped up offensives in the Pacific and with the present military situation in Europe, total food requirements this year will continue high. Since this country can not afford to gamble on food supplies, the 1945 production goals for farmers and livestock producers call for the same output of food as in 1944. This means there will be the same need for the number of Victory Gardens as during the past year when 18 and a half million gardens were grown.

Reports to the War Food Administration reveal that one-third of the gardens were on farms and the remainder in community and suburban areas. These rural and urban gardens supplied more than 40 percent of the fresh vegetables grown last year, and about two-thirds of the homemakers in the nation did some home canning or other method of food preserving.

Victory Gardens in 1945 will not only help the wartime food situation, but will provide fresh vegetables for summer and winter meals...also save money and ration points. To the degree each community is able to raise its own vegetables, there is a lighter burden on our transportation system. There is also a personal satisfaction to a home garden...a source of healthful exercise plus the enjoyment of eating fruits and vegetables "fresh from the vine".

.....SMALL LOTS OF PRESSURE CANNERS.....

Homemakers, desiring pressure canners for year-round usefulness as well as for the canning season, should watch for deliveries of these canners at their local stores.

Last fall the War Production Board allowed manufacturers enough aluminum to make 630,000 pressure canners between October 1944 and July 1945. Most of the canners will be made in two sizes. The small one holds seven quart jars and the large one, 14 quart jars. All are of cast aluminum and have a rack to hold jars "come canning season". Each is equipped with inset pans that make the canner suitable for cooking foods the year-round. The small size is especially convenient for family cooking of stews, beans, cereals, and steamed puddings.

....."Them As Has...Gits".....

Those of your listeners who are lucky enough to have a pressure canner probably would like the bulletin on how to care for it. Have them write for their free copy..."Take Care of Pressure Canners", from the Office of Information, U.S. Department of Agriculture, Washington, 25, D.C. As a special service to women directors, we have a copy of this bulletin for you at our regional office. MARKETING REPORTS DIVISION, OFFICE OF MARKETING SERVICES, WAR FOOD ADMINISTRATION, 150 BROADWAY, NEW YORK CITY, 7, NEW YORK.

....SUGAR USE OUTSIDE THE HOME.....

The lowest national inventory of sugar at this time of the year was brought home to consumers this past week. The Office of Price Administration cancelled all stamps except Nunber 34, placed inventory restrictions on industrial and institutional users, and reduced ration allotments for the first quarter of 1945.

The tighter restrictions will not hold true for bread and bakery or cereal products nor for pharmaceuticals. Cereal uses have been getting 80 percent of the sugar they used in 1941, and pharmaceuticals have been receiving 125 percent of 1941 use. And this same allotment will continue. The use of flour by bakers has increased sharply since 1941, so you can see that with the allotment of sugar staying at 80 percent of 1941, the baker will still have to stretch his sugar supplies.

Nor is there any desire to have fruit packers cut the number of cans they process. They will continue under the same allotment system as in 1944, but the average amount of sugar that goes into each case of fruit has been reduced from 100 percent to 90 percent of the quantity used during 1941.

Because there are ample supplies of preserves on the market, for the first quarter of 1945 producers of such products will be allotted 70 percent of the sugar they took in the same period last year. This past year when preserves were rationed, the manufacturers of preserves were limited only as to the amount of sugar they could use in each pound of finished product.

All in all, civilian supplies of sugar in 1945 will be substantially lower than in 1944. The one million two hundred thousand tons allocation for civilians during the January through March period is about 225,000 tons less than in the last quarter of 1944. Part of this decrease reflects the fact that in the first quarter of a year consumption of sugar is at its seasonal low point. However, the supply of sugar for civilians in this quarter is lower than in the first three months of 1944...by about 112,000 tons. To make up this reduction it has been necessary to reduce allotments under rationing for all classes of civilian users.

.....FLOSSY TOUGH TO LIFE JACKETS.....

Not the tumbling tumble weed but milkweed pods were followed this past summer by school children from Kansas and the Dakotas east to Virginia and Maine. They picked more than 2 and half million bushel bags of these pods to produce floss for over a million regulation life jackets.

This "picking" campaign started because the war in the Pacific cut off valuable supplies of kapok. The floss from milkweed was an available and up until that time neglected substitute for kapok.

In most states the Department of Education took over the handling of the collection program. Empty onion bags were delivered to county school superintendents. They in turn distributed the bags to individual schools.

Teachers assumed responsibility for directing and encouraging collection, drying the bags of pods and assembling the collections for a community. State highway departments provided trucks for the gathering of school collections at a central point within each county. Boy Scouts, Girl Scouts, 4-H Clubs, Campfire Girls, Junior Red Cross members and Brownies were encouraged to work as units collecting the pods. The pay per bushel for the pods was 20 cents, and some groups pooled their earnings to buy athletic equipment for this year or to make donations to the Red Cross or charitable organizations.

The country wide total of the harvest amounts to nearly 600 carloads. Since the storage capacity of the processing plant at Petoskey, Michigan is not large enough to handle all of the collections at one time, shipments of the pods from local assembling points are continuing. The processing plant is being operated 24 hours a day with an output of approximately 8 thousand pounds of floss daily.. Then every three days a carload of processed floss is shipped to manufacturers of life jackets.

.....SPEAKING OF MEAT....

Now that 85 percent of our meats are back on the ration list, you'll probably be suggesting new ways to fix low-point or no-point meats. Homemakers are eager to learn recipes that call for use of these meats and cuts that remain point-free.....because those are the cuts less in popular use.

Those point-free meats are: All variety meats such as tongue, heart, liver, kidneys, tripe, sweet breads, and brains...with the exception of veal and beef liver which now require points.

Mutton: All grades and cuts.

Lamb: All cuts of utility grade, also breast, flank, neck and shank, and patties ground from zero point value cuts.

Pork: All fatbacks and plates, hocks, jowls, and knuckles.

Canned meats: Chili con carne, meat loaf, deviled tongue, meat spreads, potted and deviled meats, tongue, and tamales.

One way to save points for rationed meats and yet stretch the meat dish is to serve bread stuffings with the main course. Shoulder roast of veal, for example, is low in points, and with a savory bread dressing the meat is not only extended but takes on company appearances.

.....ALL PUFFED UP.....

Agricultural records on many crops were broken in 1944. But have you ever heard of a crop that got all puffed up because it broke a production record? Well..... popcorn does, and has a right to its inflated opinion.



The 1944 popcorn crop...in the twelve states where the commodity is produced in commercial quantity...is estimated at over 202 million pounds of corn. This harvest is nearly a fourth larger than the previous record set in 1942.

The states which raise our popcorn are Ohio, Indiana, Illinois, Michigan, Iowa, Missouri, Nebraska, Kansas, Kentucky, Oklahoma, Texas and California. Iowa produces one-third of the national crop. Missouri, Illinois, Ohio, and Indiana rank below Iowa in the order named. Oklahoma, a comparatively new producing area, is also in top rank.

Most popular corn grown in this country is a yellow variety called "South American". It's particularly adaptable for confections, and vendors favor it, too. The popularity of this "South American" variety is based on "popping" expansion which should be at least 25 times the volume of the popcorn used. It holds up well in caramelized confections. And because of its yellowish tinge, a vendor can use less butter on the finished product and still give it a well-buttered appearance. Other ranking favorites grown in our popcorn states are the Japanese Hull-less, Yellow Pearl and White Rice varieties.

From the field, popcorn goes into open cribs like other corn for a curing period. It is usually shelled and screened in late winter. Sales for popcorn dropped off during the rising popularity of candy bars, but demand is again on the upward trend. Wives and sisters and mothers have even been sending cans of the un-popped corn overseas to service men. The soldiers pop the corn on stoves in barracks for a treat that reminds them of circuses and movies back home.

.....BEANS....NORTH OF THE BORDER.....

Many of our food habits are regionalized. Consider beans.....New Englanders like baked navy beans, Southerners favor butter beans, while chili is the favorite bean dish with our neighbors just "North of the Border". Homemakers from each part of the country usually make a speciality of their native dishes. Because of this, foods popular in grocery stores in the Southwest may not be known along the East Coast.

An example of this is the pinto bean. This light pinkish-brown bean mottled with a darker brown...has long been a favorite food in the States along the Mexican border. On the other hand, this kind of bean has been only slightly known in grocery stores throughout many parts of the country. However, the large pinto crop for the past two years has resulted in more of these beans being distributed over a wider territory. Large quantities



of white beans and red kidney beans are going for military and Lend-Lease purposes. Naturally this leaves smaller supplies of these two kinds of beans for civilians. As a result of this, homemakers throughout the country are finding that pinto beans are delicious in many different ways. You might suggest to your listeners that they try these beans in making chili, baked beans, bean soup, and other bean dishes.

Colorado leads in the production of pinto beans, with New Mexico and Wyoming coming in second and third. As you would expect, the South and Southwest are large consuming areas. It's surprising, however, that many of the coal mining areas in Kentucky, Tennessee, West Virginia, and Pennsylvania... eat large quantities of pinto beans every year.

The folder, "Dried Beans and Peas in Wartime Meals" will give you more information about the preparation of various kinds of dried beans. If you want to offer it to your listeners, suggest that they write to the Office of Information, Department of Agriculture, Washington, 25, D.C.

As a special service to directors of women's programs, we have free copies of this bulletin in our regional offices. MARKETING REPORTS DIVISION, OFFICE OF MARKETING SERVICES, WAR FOOD ADMINISTRATION, 150 BROADWAY, NEW YORK CITY, 7, NEW YORK.

.....NEWS OF THE NORTHEAST REGION.....

(Cleared by O.W.I. with an "A" essential rating)

THE MAYOR TALKS ABOUT FISH.....

This week saw the beginning of an educational fish campaign in New York City, sponsored jointly by the War Food Administration's District Office and the Abundant Foods Committee of the New York City Food And Nutrition Committee.

The campaign was launched on January 4th. Press and radio food editors were taken on a tour of the Fulton Fish Market, as guests of the Fishery Council, and then invited to a fish chowder luncheon at Sweets Restaurant, where New York's Mayor Fiorello La Guardia explained the purpose and goal of the campaign.

The Mayor said that although heavy military demands have taken a large part of the city's stocks of red meat and poultry, there are plentiful... supplies of another excellent protein food...fish. He also pointed out some general facts about fish which apply equally to other sections of the country.

The Mayor emphasized the need for consumers adjusting their appetites to available food supplies during the war. He said that homemakers will find it to their advantage to serve fish more than once a week, in a variety of appetizing dishes.

The Mayor said, in reference to frozen fish, "Frozen fish is just as good as fish caught yesterday. Housewives are inclined to recoil at the idea of frozen fish, but it is scientifically preserved, and just requires the addition of cold water before preparation."

It seems to us that the Mayor's points on fish were all extremely well-taken. There's a general scarcity of meat supplies...and poultry is very scarce along the Eastern Seaboard. So homemakers should be urged to take advantage of plentiful supplies of frozen fish...and informed of new ways of preparing it so that their families will enjoy it. In this connection, we're enclosing a booklet issued by the Massachusetts Fisheries Association, which contains recipes for every variety of fish you ever heard of...and some valuable general information about fish cookery. Sorry, but the booklet isn't available for general distribution right now. However, some time soon, we'll make a mimeographed sheet of fish recipes available to you and your listeners. In the meantime, for your information, here's "Choice Recipes of Fish and Sea Foods".

FOOD FACTS ABOUT.....

CELERY.....The Ancient Egyptians had to travel before they found a use for celery.....They believed that celery seeds cured seasickness.

HALIBUT.....This is the largest of the flatfish. Quite often, halibut reaches a weight of four hundred pounds.

EGGS.....A famous chef once remarked that eggs are the cement which hold the castle of cookery together.

RAISINS.....Date back to antiquity. In fact, the ancients had several ways of drying grapes in the Old World. One has been passed down through the ages and is used even now by some people in Syria. There bunches of grapes are wrapped and tied in vine leaves and laid on straw mats to dry in the sun. The dry leaves protect the grapes from the time they begin the drying process until they reach the consumer.

FEATURE THESE.....

Here are lists of plentiful fresh fruits and vegetables in major markets in this Northeast Region. We suggest that you feature these fresh foods when you give meal-planning suggestions to your listeners. This is the thirty-first installment of this feature which you'll find in "RADIO ROUND-UP ON FOOD" each week.

Latest wire information from our market news office is the basis for this report. For daily developments during this current week, phone your local market news office.

BOSTON	NEW YORK CITY	PHILADELPHIA
Apples	Apples	Apples
Beets	Carrots	Beets
Carrots	Celery	Carrots
Mushrooms	Collards	Onions
Purple top turnips	Kale	Rutabagas
	Onions	Celery
	Spinach	Sweet Potatoes
	Sweet Potatoes	

WASHINGTON, D.C.	PITTSBURGH	BALTIMORE
Apples	Apples	Apples
Cabbage	Oranges	Carrots
Carrots	Spinach	Oranges
Celery	Celery	Sweet Potatoes
Grapefruit	Tomatoes	Onions
Onions		
Oranges		
Potatoes		
Spinach		
Tangerines		

Comment.....

Apples are fairly plentiful in all the markets of the region. Apples can be cooked any number of ways.....and they're easy to cook, even for novices. They're delicious used in pies and cakes and other desserts...and glazed or scalloped, they make a good accompaniement for many meat dishes.

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MAR 5 1945
U.S. DEPARTMENT OF AGRICULTURE



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A service
For Directors of Home Forum Programs

New York, 7, New York
January 13, 1945

.....W-H-A-T-'-S I-N-S-I-D-E....

ICE FOR TENDERNESS.....The "quick-freeze" method for tenderizing meat.

DESIGN ON ACTION.....Working clothes for comfort and safety.

G.I. FLARE FOR FOWL.....Chicken-set-aside order.

A FEW BARS ON SOAP.....Keeping it clean on the war fronts.

GET OUT YOUR YOLK BOOK.....Another year for record consumption of eggs.

MENU PLANNING FOR A NATION.....How is the food we produce distributed

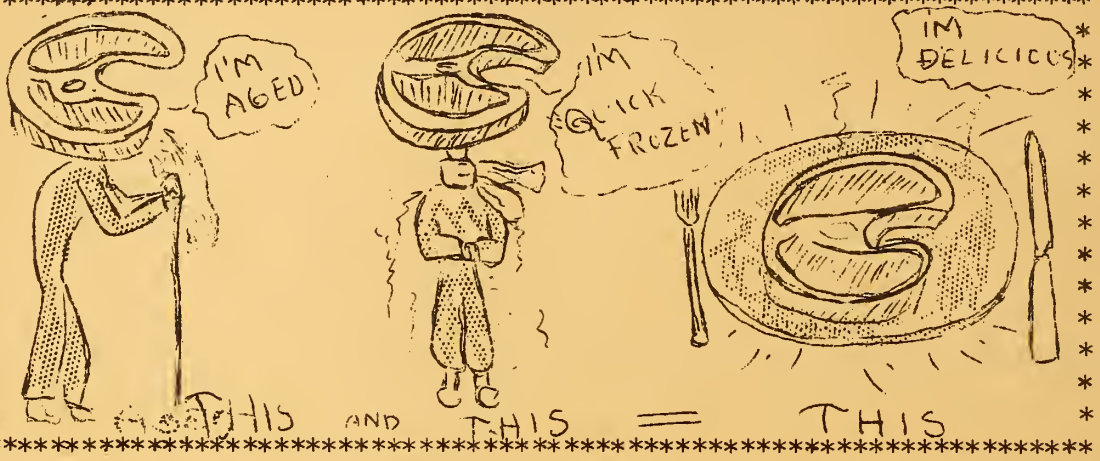
SPINACH TALK.....We say it's spinach...and we say...it's good.

FISH EDUCATION.....About the new regional campaign.

FEATURE THESE.....Plentiful fruits and vegetables in the Northeast Region.

WAR FOOD ADMINISTRATION
Office of Distribution

.....ICE FOR TENDERNESS.....



In the future, the "quick freeze" method may become a popular way of tenderizing meat.

U.S. Department of Agriculture scientists have been investigating the effect of low temperatures on the tenderness of beef. They found that when ice crystals form within the fibers of the meat when it is frozen, the crystals split the fibers and thereby have a tenderizing effect.

At temperatures, just below freezing, the scientists did not find ice crystals within the fibers of the meat. At zero degrees Fahrenheit, some crystals were evident within the fibers. At ten degrees below and 40 degrees below zero, the crystals were numerous and finer...and the frozen meat was more tender when thawed and cooked.

The general method of making meat more tender now is the "aging" or "ripening" process. Beef or lamb, after slaughter, is kept hanging in a cooler at a temperature slightly above freezing as long as several weeks. This cold storage checks the development of bacteria that cause spoilage, but does not stop the action of enzymes that are already in meat. Enzymes soften fiber and connective tissues.

The Department of Agriculture scientists studied both the aging and freezing methods for tenderizing effect. The best storage method they have found so far...to keep deterioration down and obtain tender meat...is to age the meat fifteen days and then freeze it at ten degrees blow zero Fahrenheit. Beef aged only five days and frozen at ten degrees below zero was as tender as beef aged thirty-five days without freezing. The experimenters in the Bureau of Animal Industry in the Department of Agriculture believe their laboratory tests will help remove the prejudice against frozen meat and lead consumers to appreciate good methods of freezing meat.

.....DESIGN ON ACTION.....

When you're passing out tips on choosing kitchen equipment, how about calling attention to aprons and work clothes. A dress or apron that restricts the worker or twists or gets in the way, may be as fatiguing as a poorly planned kitchen.

You can find a design to recommend for each household job and each wearer in the new bulletin, "Dresses and Aprons For Work in the Home", prepared by clothing specialists of the U.S. Department of Agriculture.

The bulletin contains fifteen original designs, both photographed and sketched. These new designs had to pass rigid wear and work tests. Each had to have free action and coolness for comfort, safety features for work, time and energy-saving features that make it easy to put on and easy to iron. Each apron had to be durable in material and workmanship and be pretty as well as practical. Besides design and construction notes, the bulletin gives pointers on selecting patterns or ready-mades.

Some of the designs have been reproduced by commerical pattern companies thus making them available to home sewers.

If your listeners want a free copy of these designs, tell them to write to the Office of Information, U.S. Department of Agriculture, Washington, 25, D.C. and ask for Farmers' Bulletin No.1963, "Dresses and Aprons For Work in the Home".

As a special service to directors of women's programs we have a free copy for you at our regional office. Just write and request your bulletin from the War Food Administration. Address your requests to Donald G. Lerch, Acting Chief Marketing Reports Division, Office of Marketing Services, War Food Administration, 156 Broadway, New York City, 7, New York.

.....G. I FLARE FOR FOWL.....

If you happen to live in Atlanta, or Oklahoma City, or Nashville, Philadelphia, or Miami, Washington, New York or New Orleans, you won't be recommending the buying of broiler, or fryer chickens on your local markets. The reason of course is the recent WFA "freeze" that is sending 100 percent of the commercially produced broilers and fryers in three sections of the country right into the eager clutches of the Army mess sergeants. Poultry raised in the Delaware, Maryland, Virginia area, in the Gainesville, Georgia district and the tri-state region covering parts of Missouri, Arkansas, and Oklahoma have for the time being passed from a civilian status to General issue. That means less chicken at the corner store if you happen to live in a section of the country that draws on these areas for supplies.

The Quartermaster Corps has asked for 110 million pounds of chicken meat for the men and women in uniform. With the order comes an explanation

that chicken is one of our best morale foods and leads the list in Army hospitals, rest camps and rehabilitation centers. So really the fryer the homefolks planned to have for Sunday dinner is carrying a message of home to our fighters...somewhere overseas...camps in this country...on ships. That Army serving of chicken, by the way, is still limited to ten ounces per man.

.....A FEW BARS ON SOAP.....

In line with radio ethics, the following paragraphs tell a good clean story. The facts were garnered from a recent speech given by Lee Marshall, Director of Distribution in the War Food Administration, to the Association of American Soap and Glycerine Products, Incorporated.

Mr. Marshall pointed out that the manufacture of soap is an ancient skill. In Pompeii of 2000 years ago there is record of at least one soap factory in operation. And in Great Britain when James the First was King, he sold the monopoly of making soap in the kingdom for about $100,000 a year. Under terms of the monopoly though, manufacturers could not make more than 3 thousand tons of soap a year...less than one pound for each British subject.

In our country, there are records showing that the commercial soap business toward the end of the 18th Century amounted to only about $300,000. However, with technical improvements in the 19th Century, soap manufacturers really got under way. At present, American soap manufacturers are not only responsible for manufacturing and distributing large amounts of soap to civilians and our military forces, but they have increased the production of many related products.

Those military demands are particularly heavy at this time. Fighters on fifty-six fronts need large quantities of soap for a great variety of uses. In the last war, four or five fighting fronts were about the maximum at any one time. The fifty-six fronts now mean a far more complex supply and reserve problem. Of the products related to soap, glycerine is one of the most important. Glycerine goes into medicines, synthetic rubber, munitions, and protective coating components.

Mr. Marshall said that while glycerine requirements are being fully met at this time, there is a tight supply situation both as to edible and inedible fats used by the industry. The United States has a shortage of one billion pounds of fats and oils from its normal supply...the fats and oils that came from areas now in Japanese hands. How long Japan will continue to block out these sources no one knows.

The only two methods of making up this deficit according to Mr. Marshall are increased domestic production and conservation. While the American farmer has broken all records in increasing production of agricultural commodities.... including fats and oils...these increases cannot fill in all the gaps. This is where conservation steps by the industry and fat salvage programs have stepped in.

Mr. Marshall concluded his message with a plea to American housewives to salvage more kitchen fats.

.....GET OUT YOUR YOLK BOOK.....

Four billion, 350 million dozen eggs...that's the revised 1945 goal for the little red hen and her sisters throughout the country. And that's a lot of eggs...laid end to end.

After the priority list including driers, freezers, and military users has been checked off, the new goal should provide 347 eggs for each civilian in the country during the year. This amount equals the record consumption in 1944.

Your listeners will appreicate these eggs more and more as time goes on and meat continues in relative short supply. Eggs are an important source of protein and adaptable in hundreds of recipes which you can suggest over the air.

.....MENU PLANNING FOR A NATION.....

As we face a new year, you might wish to look again at this business of getting food from farm to consumers. Those consumers, you know, are not only in our towns and cities. Between 10 and 11 million of our regular customers are scattered over the face of the earth. There are other customers in liberated countries and in the homelands of our Allies.

So let's start with food as it comes from the farm in raw state. Now much food will there be for distribution? Well, representatives from the War Food Administration...with the help and advice of local people who work with farmers...gather round a conference table to plan farm goals for the succeeding year. The goals aren't pulled out of a hat. They are based on special food needs of the Armed Forces, our civilians, Allies and foreign relief.

The goals are made only after reserve stocks on hand are considered...and with a view to maintaining adequate reserves for the future. Then the goals are checked with the States and given a final review. Thus there is a plan for the year's farm output. As you know, 1945 goals in general call for about the same planted acreage as in 1944, with high levels of production for livestock.

Cutting the pie into enough pieces to go around is the next job. It isn't possible to meet the wartime demands of all claimants; so requests and needs must be examined in order that the supply will be divided as fairly as possible.

To do this complex job of division, there is a committee which represents all Government agencies concerned with food problems. The War Food Administration represents civilian requirements. Each of the services... Army, Navy, and Marine Corps...has a representative. American territories are represented by the Department of Interior. The Foreign Economic Administration is spokesman for our allies through Lend-Lease, and for the people

of liberated nations. There are other representatives from the State Department, Red Cross, Office of Price Administration, War Production Board, and Veterans Administration.

The allocations or divisions made by this committee are on a twelve-month basis. But since the fortunes of war may affect the plans, the allocations are made "firm" by three-month periods. At the end of three months, the supply is re-examined and allocations are set for the next three months.

Although our fighters sit at the first table, the major part of our farm production is consumed by civilians.

Theallocation committee bases civilian food supplies on the amount and kinds of food that will maintain health and vigor of our people.

On the basis of information currently available, here is how food supplies for civilians will stack up in 1945.

MEAT: Civilians can expect less meat than in 1944. Last year each civilian got about 145 pounds. This year they will get around 15 pounds less per person. Most of this difference will be in pork. Beef supplies will probably be at the same level...with less veal and lamb.

POULTRY: There will be smaller civilian supplies of chicken because of heavy military requirements. Per capita consumption will be 20 and a half pounds of chicken in comparison with almost 23 pounds in 1944. Turkey supplies will be about the same this year.

SUGAR: This commodity will continue on the tight side throughout the year. Carry over reserves are smaller and so is the 1945 Cuban cane sugar crop. At the same time military needs are larger. Also military demands on shipping may make it difficult to move sugar from our territories. While higher goals for sugar crops in this country have been set, labor for these crops is a special wartime problem.

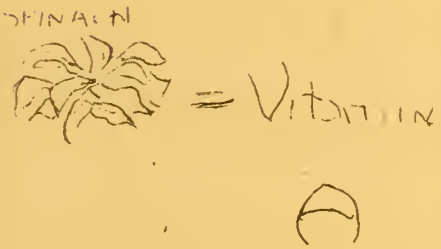
DAIRY PRODUCTS: The butter supply will not improve in 1945... there'll probably be less. Fluid milk may be a little more plentiful. Military and Lend-Lease demands are expected to take most of the evaporated milk, although civilians will continue to get enough to meet essential needs. Powdered whole milk will go for war uses, but there will be plenty of powdered skim milk for food products manufactured for civilians. Cheddar cheese supplies will be somewhat smaller than in 1944, however there are good supplies of cottage cheese in sight.

FRUITS AND VEGETABLES: Fruits and vegetables present a picture of varying outlook. Civilians will probably receive less commercially canned fruits and juices...probably from 10 to 12 percent less than

in 1944. But supplies of those canned foods will be about as large as in the pre-war period. There will also be a slight civilian cut in canned vegetables for the 1944-45 season. Long range predictions on fresh fruits and vegetables are hard to make. But for the next three months there will be good supplies of many fresh fruits such as apples, pears, and citrus fruits. On the whole, supplies of fresh vegetables for the next three months should be above average, but not as high as the level a year ago. Supplies of frozen fruits and vegetables will remain as high as in 1944...perhaps larger...depending on the storage situation.

Cereal Products will be plentiful. So will eggs, especially during the first half of the year. Supplies of edible fats and oils should meet a moderate need though there will be none to waste. All in all, the allocations at this time point to enough food to meet adequate nutritional standards ...but the variety may not be wide enough to suit our fuller pocketbooks.

.....SPINACH TALK.....



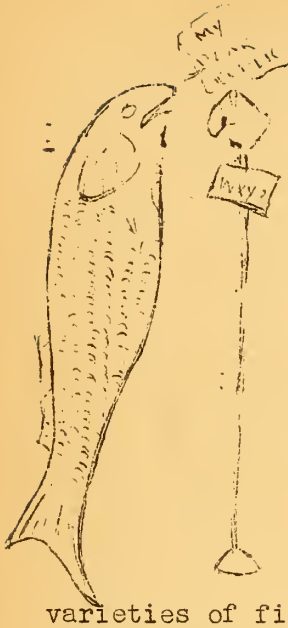
Texas spinach, now being distributed in all States except those in the western region, is one of the most reasonably priced vegetables on the market.

Practically all the winter supply of spinach comes from Texas...has, as a matter of fact, for several decades. This supply will continue to come to all but Pacific coast areas through March. Fresh spinach from Texas takes about 6 to 10 days to reach consumers in northern markets. It travels iced in refrigerated cars in bushel baskets...usually 18 to 20 pounds to the bushel. The Texas crop this year is estimated at over 62 thousand tons. While this yield is 3 percent below the pre-war average and 13 percent below production in 1944, the new crop is adequate to meet all demands.

Besides the present attractive price, spinach is one of the green leafy vegetables important for Vitamin A...the vitamin which builds up resistance to certain infections and helps prevent night blindness. An average serving of spinach...about 3 ounces...will take care of the day's need for Vitamin A. The same serving will supply about a fourth of the day's requirements of iron which helps keep the coloring matter of the blood up to normal. Spinach like other green leafy vegetables is a good source of riboflavin.

Spinach may be cooked with only the water that clings to its leaves after washing. In a tightly covered pan on a low to medium fire, the salted spinach will reach its appetizing state in 5 to 10 minutes of cooking. It's good seasoned with pork drippings. And don't overlook the use of the tender spinach leaves raw in a salad. Fresh spinach may be used with or without other salad greens. It's excellent combined with slices of hard cooked egg.

.....NEWS OF THE NORTHEAST REGION.....



(Cleared by O.W.I. with an "A" essential rating)

FISH EDUCATION.....

As a result of a meeting with representatives of the fishing industry of the Northeast Region in the War Food Administration office in New York last week, we have decided to conduct an educational fish campaign throughout the Region beginning January 19th and continuing through February 15th.

The purpose of the campaign is this: That the War Food Administration, with the assistance of the fishing industry and other cooperative groups will conduct a program to inform the public of the abundant and reasonably priced varieties of fish...particularly cod fillets, and mackerel, both round and fillets. The campaign will emphasize frozen fish.

The campaign is particularly useful in areas where supplies of chicken are short because of WFO 119 (the chicken set-aside order you've read about) and where supplies of red meats are scarce. Fish is another plentiful protein food...and it's point-free.

To help you in educating your listeners to the increased use of cod and mackerel, here are some thumb-nail descriptions of those fish:

MACKEREL: Is caught in the Atlantic, April through December, from southern New Jersey to New England. It's most abundant in mid-summer. Mackerel is rich in fat and flavor...it has firm dark flesh...and it's average weight is 3/4 to one pound. The market names for mackerel... that is, the names by which it's most easily recognized in various areas are: Mackerel, Boston Mackerel and common mackerel.

COD: Is caught by otter trawls and line trawlers in the Atlantic from Greenland to New Jersey, all year round. It's most abundant in the fall, winter, and spring. The flesh is lean and firm, flaky and white. Its average weight is about ten pounds. It can be distinguished by a lateral line on the skin. The market names for cod are: cod; scrod (young cod), "market" cod, and steak cod.

These fish are marketed both fresh and frozen. Mackerel is marketed in fillets, split, in salted fillets, and smoked. Cod is marketed in fillets and steaks, frozen packaged fillets, salted and dried, pickled, smoked, shredded, flaked in cans, and as fish cakes, both canned and packaged.

FEATURE THESE.....

Here are lists of plentiful fresh fruits and vegetables in major markets in this Northeast Region. We suggest that you feature these fresh foods when you give meal-planning suggestions to your listeners. This is the thirty-second installment of this feature which you'll find in "RADIO ROUND-UP ON FOOD" each week.

Latest wire information from our market news office is the basis for this report. For daily developments during this current week, phone your local market news office.

BOSTON	NEW YORK CITY	PHILADELPHIA
Apples (near-by)	Apples	Apples
Cut beets	Broccoli	Collards
Cabbage	Cabbage	Grapefruit
Carrots	Cauliflower	Kale
Celery	Celery	Onions
White grapefruit	Sweet Potatoes	Oranges
Oranges		Spinach
Spinach		Sweet Potatoes
Blue Hubbard Squash		Tomatoes
Tomatoes		
Turnips		

WASHINGTON, D.C.	PITTSBURGH	BALTIMORE
Grapefruit	Beets	Apples(near-by)
Onions	Carrots	Cabbage
Oranges	Onions	Carrots
Potatoes	Oranges	Celery
	Rutabagas	Oranges
	Turnipes	Spinach
		Sweet Potatoes
		Tomatoes

Comment.....

There is a wide variety of plentiful fruits and vegetables on most markets this week. Apples (particularly those from near-by) oranges, regular grapefruit, and tomatoes are usually in ample supply. So are cabbage, onions, spinach and sweet potatoes.

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U. S. DEPARTMENT OF AGRICULTURE

Radio Round-up *on food*

A Service
For Directors of Home Forum Programs

New York,7, New York
January 20th, 1945

.....W H A T ' S I N S I D E.....

A TALL DRINK OF ORANGE JUICE...Plenty of oranges on the stands.

CHEESE TIDBIT...Cheddar supplies stay put.

GARDENS WITH A DASH...Good reasons for Victory Gardening still hold true.

HONEY SUPPLIES GOING...So check on local supplies.

BUTTER BUYERS...Less for civilians...more to meet military requirements.

ANOTHER ROW TO PLOW...Farmers get set for another wartime production record.

LEAN MILK...BUT WHAT'S IN A NAME?...Non-fat dry milk solids, and how they're used.

RIDING THE WAVES...Lend-lease deliveries, 1944.

POINTS BACK ON CITRUS JUICE...Explaining why.

FISH IS YOUR DISH...Fresh or frozen, and especially frozen...read all about it.

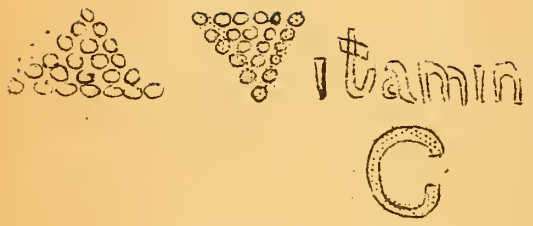
PLENTIFUL FOOD INFORMATION...In the Northeast Region.

FEATURE THESE...Plentiful fruits and vegetables in the Northeast Region.

WAR FOOD ADMINISTRATION
Office of Distribution

.....A TALL DRINK OF ORANGE JUICE.....

Pyramids and boxes of oranges now rule the fruit displays in grocery stores and produce stands. This sign of plenty is good news for the many Americans who consider orange juice their morning refresher course.



Orange shipments from California and Florida, the Nation's main producing areas, are reaching the seasonal marketing peak. Smaller crops are also coming from Texas, Arizona, Alabama, Mississippi and Louisiana. Our greatest number of oranges are shipped during the months from November to June. Florida is pretty well out of the market in the late summer and early fall.

California ships oranges throughout the year. Their Naval and other early varieties begin moving to distribution points in November and continue until late April or early May. This year the early varieties from California get off to a slow growing start and rainy weather further delayed harvesting. Then more recently, bad weather in the Middle-West tied up transportation. But over 19 million boxes of Naval oranges are expected from California and Arizona before the end of rhe season. Harvesting of Valencias starts in February in Arizona and in March in California. Marketing really gets under way by April and lasts into November. Over 36 million boxes of Valencias are now estimated. So we are assured plentiful supplies of oranges from the West.

Florida early and Mid-season oranges begin moving in October and taper off by April. The Valencia oranges from Florida mature earlier than those in California and are marketed from February through June unless the season is late. Despite the hurricane loss, Florida is expected to market 42 and a half million boxes of oranges this year.

In the past, Florida led in citrus production. However about fifty years ago...in 1894...a severe freeze killed off a large percentage of the trees. Heavy plantings during the 1930's...plus improved cultural practices...are bringing Florida back. At present, California Navel oranges predominate on the markets from the West Coast to Pittsburgh. Florida oranges are more in evidence in Eastern and South-Eastern markets.

.....CHEESE TIDBIT.....

No more...no less cheddar cheese for civilians...that's the story in spite of rising milk production. Like the folks at home, the lads and lassies in service favor cheese, while among our Allies it's an old standby food. So most of the extra cheese resulting from the greater amount of milk produced will go abroad. Your listeners may want to know that War Food Administration aims to keep civilian supplies of cheese fairly level whenever possible. During February, we'll receive about 33,000,000.

pounds, and that's approximately what we've been getting in recent months. Above that constant line, any rise and fall in amounts of cheese will reflect in the set-asides for non-civilian use. During March and April, if milk production climbs as expected, even more cheese will feed our uniformed men and women and our allies.

....GARDENS WITH A DASH.....

If any of your listeners are wondering about the importance of home gardens this year, tell them the principal reason for having Victory Gardens in the past still holds true. And that is...the high military requirement for our commercial pack of fruits and vegetables. Right now that supply is going to 56 theatres of war. The 1944-45 pack is already allocated among civilians, military and other war claimants. So any supplementing of civilian supplies this year must be done by home gardening and canning.

Gardeners will find vegetable seeds, fertilizers and insecticides in good supply. There was a bumper crop of vegetable seeds from the commercial producing areas last year. Of course, if all gardeners waited until near the planting season to place their orders, a bottleneck in deliveries could develop.

The same grades of fertilizers will be sold as last year. This means that for the Atlantic Seaboard the formula will be 5-10-5...In case you're not up on this code, it means 5 parts nitrogen, 10 parts phosphoric acid, and 5 parts potash. The formula for the Central States, including the Corn Belt, will be 4-12-4. And for the West the formula is 6-10-4.

While the outlook for insecticide supplies is about the same as last year, the gardener who wants rotenone (ro-te-nón) should place his order early.

So just in case there might be delays in deliveries, tell your listeners to get out their garden catalogues early and place seed, fertilizer, and insecticide orders well in advance of planting days.

.....HONEY SUPPLIES GOING.....

By far the greater part of the 185 million pounds of honey....the 1944 crop...has physically and literally flown the "comb".

The Office of Marketing Services in the War Food Administration states that only a small percentage of 1944 honey remains in the hands of producers. This amount will probably be sold directly to housewives and neighborhood stores...instead of through commercial packers. In fact, much of our domestic honey has been sold directly by beekeepers to consumers because of the more favorable retail price for honey.

Though the beekeepers have sold most of their holdings, this doesn't mean that there will be no honey available during the rest of the winter and the spring months. Under present conditions, the honey packers who supply retailers bought their supplies early in the season and many of them have considerable stocks on hand. Also some honey is being imported fromMexico, the Caribbean area and Central and South America to extend this supply. So broadcasters who are recommending the use of honey as a "sugar saver" will want to check on local supplies. The amount in your area will depend on how much retailers and beekeepers have on hand.

.....BUTTER BUYERS.....

The Government is stepping up its purchases of butter to meet urgent military requirements. The amount needed will be acquired by having each producer set aside twenty-percent of his creamery butter in February and 25 percent in March for sale to Government agencies. Any non-set aside butter the producer may deliver to the Government during January will be credited to his obligations for the coming two months.

All this adds up to the fact that civilian supplies of butter are going to be reduced further in this same period. There just isn't enough butter being produced to meet present civilian demand and increasing military requirements.

.....ANOTHER ROW TO PLOW.....

No slackening demand for farm products is in prospect as long as fighting continues in both Europe and Asia. So farmers are raising their sights to another war record in food production.

Continued high demand for meat makes it vital that hog producers meet the goal of 57 and a half million spring pigs, and that there be a larger slaughter of cattle. There is a call for increased milk production, also for more vegetables for processing.

Some acreage will be shifted in line with the changing demand situation. For flaxseed, sugar beets, and cover crop seeds, the goals have been materially increased over last year. Moderate increases will be asked for dry beans, potatoes, and tobacco. All in all the new goals call for 363,635,000 acres of this country in food or fiber crops...that's 3 percent larger than 1944 planted acreage.

.....LEAN MILK...BUT WHAT'S IN A NAME?.....



In some countries it's known as "lean milk"... at home as "non-fat dry milk solids." Whatever the term, like as not, your listeners don't know the product although they're eating it in all sorts of commercially made foods. Here's the story: Before the war, much milk, skimmed for butter making, fed the cattle. Now the need for food has diverted the stream of so-called skimmed milk to drying plants, increasing the production, in some cases, threefold. Dried, it packs well, keeps well, ships well. And it's nutritious, containing milk proteins, minerals, lactose, and the water-soluble vitamins, chief of which are the B Complex. The only food values of which it's been "skimmed" are fat, Vitamin A and possible small amounts of other fat-soluble vitamins.

How do we use this powdered nutritive goodness in the U.S.? Mostly in baked goods, principally bread, in candy and ice creams, in sausages and processed meat loafs where it acts as a binder for the meat, in soups, in cereal, baby foods; all sorts of prepared mixes. A small part of the non-fat dry milk solids used in this country sells in the south over the grocer's counters. Packages range from five ounces to one pound. It's said that some folks reconstitute the powder and add a culture to make buttermilk...or for variation they used it with a chocolate syrup to get chocolate milk. Others use it in baking. On the whole, milk solids improve the color, flavor, and tenderness of bread, cakes, pies, and other baked foods.

A large portion of the milk solids shipped to Britain go to the home-makers under the National Home Milk Scheme. An intensive campaign has educated the British to use dehydrated foods. They have demonstration teams, newspaper and placard advertising, and retailer's handbills, containing recipes, that are given with the product. Originally we shipped non-fat dry milk solids in two-hundred-pound barrels to be repackaged abroad. Now we are sending some eight ounce tin cans that have explicit directions for reconstituting, and which hold enough powder to make four pints of fluid milk.

In the U.S.A. we dehydrate milk by two methods: Spray process and roller They're about equally good, grade for grade, except that spray processed dry milk dissolves almost completely in water whereas the roller processed leaves a slight residue. For cooking purposes that's of small matter. But since our Allies use a goodly part of their dried milk reconstituted, they prefer the spray kind. For this reason, the War Food Administration must sometimes set aside a high percentage of spray dried milk for war services and Lend-Lease. Allocation for February and March is 50 percent. Since the production of roller processed powdered milk is large, having tripled since the war, no set-aside need be made.

....RIDING THE WAVES....

Figures have been released on the amount of food and agricultural products that left our shores last year for our Allies under Lend-Lease. From shipside to ship...across the oceans...and off again on distant piers, went some seven billion pounds of produce in 1944. This is over four billion pounds short of 1943 deliveries.

Meat and meat products led in the supply line with a total exceeding two billion pounds. Next in importance were dairy products and grains and cereals with deliveries totaling over a billion pounds each for these two food classifications.

Lend-Lease deliveries went to the United Kingdom and other British possessions, Russia, Greece, West and North Africa, the Netherlands, Poland, Yugoslavia and the French Committee of National Liberation.

When you're covering the Lend-Lease story, you may want to consider reverse Lend-Lease features too. In RADIO ROUND-UP, December 2nd, we mention for example that Australia and New Zealand are devoting 18 percent of their total war budgets to the United States Armed Forces.

.....POINTS BACK ON CITRUS JUICE.....

At present any grapefruit juice and blended orange and grapefruit juice that is sold by canners must be offered to our Armed Forces. Civilians at present can buy only those stocks that are already in wholesale and retail outlets. The War Food Administration order that limits sales of these citrus juices only to the Quartermaster Corps will be revoked as soon as military needs are filled. So to stretch out supplies for the home folks until the order is removed, the Office of Price Administration has again placed ration point values on citrus juice.

When military needs for citrus juice were estimated some time ago, it was thought that if each canner set aside a portion of his total 1944-45 season production for Government purchase there would be enough from this set-aside for all military services. But as it worked out, the offers from current production were not sufficient to meet needs of the Armed Forces...so the new order was necessary. From one point of view this order is well timed as supplies of fresh oranges are now nearing the seasonal high.

.....SHORTENING THE SHORTENING.....

By now your listeners know that lard, other shortening and salad oils are back on the ration list. Here is a little background information on the subject. The action came quickly as the OPA and WFA moved simultaneously on Friday morning to protect our national supply and provide sufficient lard for war needs. The OPA's three-day freeze of retailers stocks gives time to storekeepers for orderly inventory-taking, while all dealers are being informed of the new two-red-point per pound values. At the same time, the WFA has issued a set-aside order which earmarks 60 percent of all federally inspected lard in the country for military use. But because the order does not affect non-federally inspected lard, only about 40 percent of the nation's lard will be purchased by the Government. This set-aside also goes into effect on January 21st. Thus the joint action not only provides shortening for war use but assures equitable distribution of the remaining supply to American homemakers. The reason, of course, behind the action is the increasing war requirements coupled with the decrease in the marketing of hogs in the great processing centers of the country. The recently announced decrease of twenty-six percent in our hog population is being offset now by a drive to have farmer-producers raise more pigs this spring. The resulting increased marketings will in time bring more pork, pork products, and lard into consumer and military channels.

FILLER FACTS.....

When buying fish, allow three servings to the pound for fillets, and half a pound per person for whole fish.

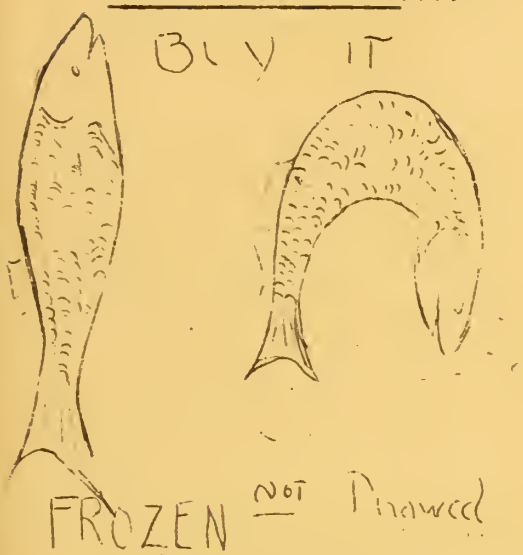
The lean fish...like cod...with their white flaky meats, delicious mild flavor and absence of superfluous bones, are ideal for frying, baking or boiling.

The oily fish...like mackerel are fine for broiling, and baking in milk.

....NEWS OF THE NORTHEAST REGION....

(Cleared by O.W.I. with an "A" essential rating)

FISH IS YOUR DISH.....



According to Thomas Jordan, a poet of the 17th Century, "Fish dinners will make a man spring like a flea." Perhaps that isn't the most delicate of sentiments...but it proves that fish was highly regarded in those times as it is now.

In these times, we have even more provocation for eating fish. Red meats and chicken are scarce in many a reas...and fish is another ideal protein food that's mighty good to eat.

Among the fish that are plentiful and reasonably priced now, are mackerel and cod. In many places, in the region, stocks of these fish are entirely the frozen variety. And it's important for homemakers to know that none of the old-time prejudices against frozen fish have any basis in fact now.

Freezing is one of the most important methods of preserving food. And today, it's a safe method. Fish are frozen under rigid supervision...with Municipal, State, and Federal Laws regulating every step of the process. Research has disclosed the proper temperatures at which to freeze sea foods...and research, likewise, has developed safe methods for the storage and transportation of those foods.

The fish industry has adopted methods of quick freezing at extremely low temperatures. These methods prevent the formation of large ice crystals, and actually improve the texture of the product. So that the frozen fish in markets today is of the highest quality.

Frozen fish is transported to cold storage warehouses throughout this region in refrigerated trucks. Then it's stored at low temperature. This safe storage procedure makes high quality fish available to homemakers in and out of season, all year round. And with other protein foods scarce, the advantage of this can readily be seen.

Frozen fish has excellent keeping qualities, which make it even more valuable to the homemaker. When buying frozen mackerel or cod, insist that it be frozen rigid...not thawed out. But if the fish is partially thawed when the homemaker buys it, she should cook it immediately, and not attempt to refreeze it in her own refrigerator.

Mackerel or cod in the rigid state will keep for several days at home, expecially if they're stored in the tray compartment of the refrigerator. And they'll keep even better if they're wax-paper-wrapped.

PLENTIFUL FOOD INFORMATION.....

The foods listed below are expected to be plentiful throughout the Northeast Region in general for the month of February. Your mention of these foods on your programs will help encourage wise use of the wartime food supply.

FRESH FRUITS AND VEGETABLES	OTHER FOODS
Oranges	Eggs
Apples (especially lower grades and smaller sizes)	Dry-mix soups
	Soya flour, grits and flakes
	Citrus marmalade
Onions	Jams (except berry varieties), jellies and apple butter.
Spinach	
Beets	Wheat Flour and bread
Turnips and rutabagas	Macaroni, spaghetti, noodles
Other products in local abundance	Oatmeal

FOOD FACTS.....

To remove the odor of fish from dishes, wash them in a strong hot solution of salt in water, without soap. A handful of salt to the dish-pan of water is the proper proportion.

To prevent your hands from keeping a clinging fishy odor, chill them well in cold water before touching the fish. Afterwards cleanse your hands well by washing them in hot water with a dash of salt. Don't use soap until after you've rinsed off the salt.

.....ALONG WITH OTHER MATERIALS.....

ONE TABLESPOON OF USED FAT MAKES.....

Enough synthetic rubber for two gas masks.

Smallpox vaccine for 78 fighting men.

ONE POUND OF USED FAT MAKES.....

Enough synthetic rubber for 1.7 automobile tires.

Enough medicines to maintain one bed in a military hospital for 12 days.

Enough explosives to fire four 37 mm. anti-aircraft shells.

WASTE FAT IS NEEDED...TO MANUFACTURE VITAL MATERIALS.....

Scrape the broiling pan, frying pan, roasting pan. Trim extra fats off meat and render them. Skim soups, stews, gravies. Don't forget to strain waste fat. Don't overlook a drop. It's vital!

FEATURE THESE.....

Here are lists of plentiful fresh fruits and vegetables in major markets in this Northeast Region. We suggest that you feature these fresh foods when you give meal-planning suggestions to your listeners. This is the thirty-third installment of this feature which you'll find in "RADIO ROUND-UP ON FOOD" each week.

Latest wire information from our market news office is the basis for this report. For daily developments during this current week, phone your local market news office.

BOSTON	NEW YORK CITY	PHILADELPHIA
Apples	Apples	Apples
Beans	Cabbage	Beets
Beets	Collard	Cabbage
Carrots	Kale	Celery
Escarole	Sweet Potatoes	Kale
Grapefruit		Oranges
Oranges		Sweet Potatoes
Spinach		
Hubbard Squash		
Tangerines		
Tomatoes		

WASHINGTON, D.C.	PITTSBURGH	BALTIMORE
Apples	Beans	Near-by apples
Onions	Cabbage	Broccoli
Oranges	Carrots	Southern Cabbage
Sweet Potatoes	Celery	Celery
	Escarole	Lettuce
	Grapefruit	Oranges
	Lettuce	Sweet Potatoes
	Onions	Tomatoes
	Oranges	
	Sweet Potatoes	
	Spinach	

Comment.....

Modern transportation facilities, although severely strained by the demands of war, are still bringing fresh fruits and vegetables from all corners of the country to the big consuming centers of the East. Most markets have ample stocks of: citrus fruits from California and Florida; apples from near-by orchards; onions, sweet potatoes, and tomatoes.

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*
* We think you'll be interested in the enclosed story about the *
* "Voice of Authority". *
*
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Radio Round-up on food

A Service
For Directors of Home Forum Programs

New York, 7, New York
January 27th, 1945

....W-H-A-T-'-S I-N-S-I-D-E....

IF YOU'RE TALKING ABOUT MEAT...Whys and wherefores of the meat shortage.

DIVIDING A BILLION...Where our record wheat crop goes and to whom.

MACARONI DANDY...Some data on meat-stretchers.

CANDY ON THE "MIDWAY"...The armed forces get plenty of a favorite food.

THE FAT AND THE LEAN...The "inside" story on fats.

CHURN ABOUT...The Army practices fair play with butter.

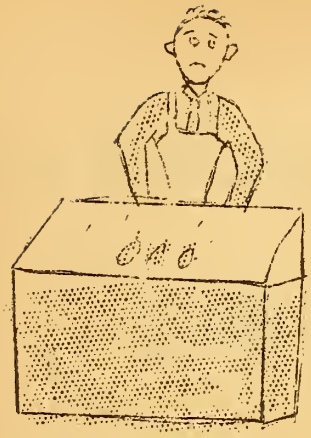
WHAT'S IN A BAG...Production and conservation.

SOME FISH SUGGESTIONS...Recipes and tips for delicious fish cookery.

FEATURE THESE...Plentiful fruits and vegetables in the Northeast Region.

WAR FOOD ADMINISTRATION
Office of Distribution

.....IF YOU'RE TALKING ABOUT MEAT.....



The lament of many a shopper for meat these past days has been, "Is that all you have?" Wholesalers and butchers aren't very happy either when the selection they can offer narrows down to cold meats and weiners. But why this shortage of meat across the country and particularly in the East, Northeast and California coastal areas?

There are two outstanding reasons...the increased take by the military services and a drop in meat production...a decline both seasonal and in total number of livestock available.

Let's look for a few minutes at the increased demands of the Armed Forces...or rather the full take by military buyers. Sometimes in the past year, meat allocated to non-civilian claimants was not all picked up, and this remainder was released to civilians. This quarter, from January through March, civilians cannot expect any such windfalls or surpluses above the amount of meat actually allocated to them. The Army now needs its full allocation. To assure this, there is a 100 percent set-aside order on all beef slaughtered in federally-inspected plants. Now this doesn't mean the military buyers are taking all this beef. They are limited to buying 60 percent of all Choice, Good, and Commercial grades of beef in these federal plants. But civilians aren't getting their 40 percent until the military buying is completed and this sometimes delays the release of meat a few days. Also some of the utility grade beef civilians used to get is going into canned meat items for the Armed Forces...at present 50 percent is being used for canning purposes.

Then as for that drop in meat production. The peak season for marketing and slaughtering cattle and lamb is in September and October. So right now fewer cattle are marketed for distribution, and meat held in storage centers didn't move out into deficit areas before more strict rationing went into effect. There was a great enough demand locally to absorb much of the supply. Now that 85 percent of our meats are back on rationing, supplies will move better into deficit areas, but it takes some time to make the adjustments all down the line and for shipping. As for pork...while the spring pig crop is marketed chiefly in December and January, the crop is 25 percent smaller this season than in the same period in 1944.

Another factor which might cause a temporary shortage of meat in certain areas is bad weather. Bad weather for just a couple of days near supply centers ties up transportation, and deficit areas depending on regular shipments are depleted of meat.

Because of these military and supply factors, the allocation of meat for civilians for January through March is about 700 million pounds less than the amount of meat eaten during October to December. This means 15 to 20 percent less meat per person for the current three months than was consumed during the last three months of 1944.

.....DIVIDING A BILLION.....

You've read about the all-time record wheat crop in 1944...but how about considering this crop from a division and use point of view.

To begin with our farmers...they reaped over a billion bushels of wheat last year. Right now a considerable portion of this crop is stored in bins on the farms, in terminal warehouses, in flour mills and in grain elevators. In some areas where the crop exceeded local regular storage space and until it can be moved to market, some wheat is stored in temporary steel and wood bins.

About 530 million bushels of wheat will be used as food in this country. This is about the same as the domestic demand in the previous year. Eighty million bushels or so are needed for seed. We'll probably export about 100 million bushels. Then another 230 million bushels will go for feed for livestock, and 70 million bushels will be for industrial alcohol needed in the manufacture of synthetic rubber and munitions.

The remainder, plus what we had in reserve before the fall harvest, will leave a carry-over figure of about 400 million bushels...a much smaller carry-over than in July 1942 and 43, but somewhat larger than in July 1944.

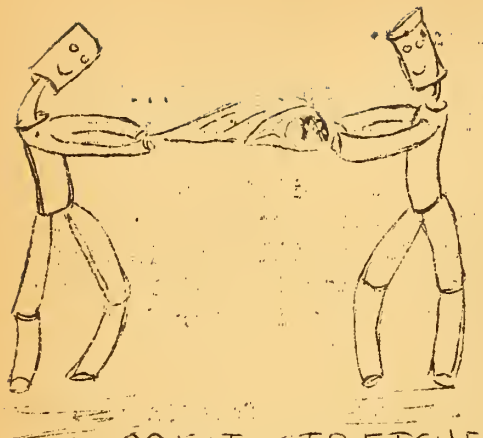
This supply of wheat means that bread and cereals will be plentiful for Americans throughout 1945. During the first world war...in 1918...homemakers were urged to have two wheatless days a week and one wheatless meal each day. Also in 1918, regulations were issued forbidding the sale of wheat flour to an individual consumer without an equal amount of wheat flour substitutes...maybe cornmeal...corn grits...oatmeal...or rice.

If your listeners like their cereal in breakfast food style, they might be interested to know that about five percent of the yearly wheat crop is used for cereal breakfast foods. While the grain outlook is favorable, the cereal industry does face problems of paper container supplies and sugar supplies...also problems of labor and shipping common with all manufacturers.

Cereal manufacturers at present receive 60 percent of the sugar they used in 1941 for their products. This hasn't been cut for 1945, but cereal use has increased so manufacturers must stretch their sugar supply. Similar quota restrictions stand on containers. The amount of container board a manufacturer gets is 100 percent of the amount used in the corresponding quarter of the year in 1942. So again expanding cereal use means that paper supplies will continue short.

America at peace gets approximately one-third of its entire protein supply from grain foods...And this protein becomes highly effective in combination with such foods as milk, eggs, meat, fish, or cheese. Whole wheat and enriched bread and cereals also contribute a worthwhile share of the B vitamins.

.....MACARONI DANDY.....



MEAT STRETCHERS

Now that it's time to get out the recipes for meat-extender and meat-alternate dishes, it's good to know that macaroni, spaghetti and noodles are on the plentiful food list. These wheat products have been a number one meat stretcher for a long time.

Most people, too, are surprised to learn that macaroni and spaghetti contain as much as thirteen percent protein. So when these macaroni products are combined with cheese or eggs or ground meat, they not only supply a lot of energy but they add to the protein of the dish.

Spaghetti and macaroni are made from hard varieties of wheat. "Durum" wheat, used for our choicest macaroni products, was introduced into this country about forty years ago by Mark Carleton, a scientist with the Department of Agriculture. Mr. Carleton had travelled in Russia, and because he was a breeder of wheat he thought that the hard wheat grown on the Russian plains would flourish in our midwest. He brought some of this hard wheat home and it does grow well on our plains.

Durum wheat is particularly good for macaroni products because of its protein content and color...durum wheat giving a light yellow color to these products...It's crushed into a fine granular form called semolina (sem-o-leen-a) Then the semolina is mixed with water and kneaded into a smooth dough. The dough is forced under pressure through holes in a cylinder which give the desired shapes...long tubes of macaroni, fine threads of vermicelli, macaroni shells or alphabet letters.

Noodles can be made of semolina or ordinary wheat flour. When the amount of eggs have been added according to Federal regulations, noodles are called "egg noodles".

A macaroni or spaghetti dinner can be well-planned and nutritious. Broadcasters will want to point out though that these foods are soft-textured, bland in flavor and colorless. Accompanying foods must supply the missing factors. A tossed green salad with oil dressing adds contrast in texture and color to the macaroni dish. The dessert at this meal might be on the light side...fresh fruit or sherbet.

.....CANDY ON THE "MIDWAY".....

Our boys and girls in the armed forces like their candy...and they're getting their supply in many forms and at various supply centers. In addition to army rations, many of which contain candy, members of the armed services buy large quantities of confectionery products through PXs, ship services stores and similar agencies. So that there'll be an adequate stock in these places, the War Food Administration requires



confectionery manufacturers to set aside 50 percent of their monthly production. From this reserve the various services make purchases to keep the overseas and domestic military outlets supplied.

Allied fighters in the South Pacific even get the major part of the candy made by one of the pineapple companies in Honolulu. Here's the reason why this company...which never had made candy...went into business.

At the beginning of the war, shipping was extremely scarce. It was deemed an extravagant use of available freight space to transport sugar from Hawaii to the mainland and have it returned to the Pacific Theatre in the form of candy.

To assure candy bars for the South Pacific forces and to eliminate cross-hauling, it was recommended that Hawaiian sugar be manufactured into candy nearer the front lines. The pineapple plant in Honolulu offered its help to the Army. It had most of the machinery and adequate sugar, so was given the job. One of the popular confections it is now making is a chocolate-coated peanut bar. The Spanish-type peanuts used in the bar are shipped from Texas to Honolulu.

.....THE FAT AND THE LEAN.....

Butter, margarine, lard, shortening and salad oils are rationed because our wartime appetite and our military needs outrun the supply.

Though these fats and oils are shorter, none of us need go hungry for this energy food. Tell your listeners that though they can't always get the kind they prefer, that fats can be alternated measure for measure in many recipes. And as sources of energy the different cooking fats are practically interchangeable...one tablespoon gives 100 calories. Also we get a great deal of fat in our daily food in "invisible ways" as in milk, cream, fat meat, and oily fish, egg yolks, cheese, nuts, nut butters...even avocados and olives.

Besides energy, fats give the diet a "staying quality". Fat leaves the stomach more slowly than other kinds of foods and retards the digestion of foods when used in combination with them. Too much fat, however, may result in undue slowness of digestion and in digestive upsets. How the fat is used in cooking also has much to do with its ease of digestion. Too much heat during cooking will spoil the flavor of fats...and foods cooked with them. When fat reaches the smoking point, it is breaking down chemically and gives off fumes that irritate the nose and throat. Food cooked in smoking fat is harder to digest. And fats that have reached the smoking points get rancid more quickly if they are saved for re-use.

Another point for broadcasters to stress is the accurate measuring of fat. More than the necessary amount can result in greasy gravies and sauces, oily pastries, poor biscuits and fallen cakes. And when the fat is used as a seasoning for vegetables, add it just before the vegetables come off the stove or after they have been put in a serving dish. This way the cook can get more flavoring effect from less fat. And to be thrifty with salad dressings, add them at the last minute...or at the table if possible. This keeps the dressing from settling to the bottom of the bowl and being left uneaten. Flavorful fats, such as butter, are least abundant of all; so should be used with foods where flavor will count most.

Storage is another factor to consider. The best way to keep fats is in a closely covered container, in a dark place and away from strong flavored foods. Most fats need to be cool, although some cooking fats keep well at room temperature. Also fats saved over from cooking spoil more quickly than new fat. So they should be kept cold and used as soon as possible.

All left-over fat can be saved to use again unless too strong in flavor or scorched. The flavor of lamb, mutton, and other such fats can be disguised by combining these fats with onions or mixed vegetables, by using them as shortening in the crust of meat pies or in spice cakes.

Any fat that can't be used as a spread or in cooking should be strained into the salvage can and turned in at the butcher's counter. The war in the Pacific has cut off an important source of our fat imports, and the used kitchen fats turned in by American homemakers end up in munitions or other industrial uses so important to the war program.

.....CHURN ABOUT.....

Fair play is one of the things the Quartermaster General of the Army believes in. So if there's to be less butter on the homefront, the Army can do with less too. In 1944 the Army bought almost 13 percent of all the butter produced. This year the Army intends to buy only a little over 12 percent of the total supply. With increased personnel, this means less butter per G.I. Each man's daily two ounces of butter have been cut to about 1-1/8 ounces a day. Personnel overseas will get even less.

...But the Quartermaster Corps hastens to add that Joe still gets a good share. As compensation, the Army has increased the quantity of spreads served in camps here and in the frontline mobile kitchens. These spreads ship well and the pitch is the more the merrier as far as varieties go.

You might want to suggest that your listeners take a tip from the Army and supplement their precious butter supply with a variety of un-rationed spreads. Two of the most plentiful are citrus marmalade and apple butter. Both of these are on the G.I. bill of fare.

....WHAT'S IN A BAG....

Paper, like hundreds of other American-made items, is doing its part to win the war. But we wonder if your listeners ever considered paper as a crop that is harvested from the soil. The crop of course, is pulpwood from which most paper is made. The actual cutting of pulpwood in the forest involves plenty of hard work. Today a large amount of such wood is being produced by older men and boys not of draft age...and in many instances by patriotic women, too. Furthermore, trucks are needed to haul the wood to the papermills where it can be converted into paper products, and trucks require tires, gasoline, and oil in addition to drivers. All this has resulted in a decided drop of pulpwood stocks throughout the country and a corresponding decrease in our national paper supply.

Next to gun cotton, or cellulose, kraft, or heavy brown paper ranks high among our war productionneeds. And that's where homemakers come into the picture. Kraft or linerboard is used in packaging food, munitions, and some weapons for shipment overseas. Kraft is also used here at home to make...yes, you've guessed it...paper bags. But there isn't enough kraft for corrugated boxes, and paper bags at the same time...So...the situation calls for conservation of the part of America's home front Army. Instead of throwing those extra paper bags, away, save them and take enough of them with you, the next time you go to the grocers, to hold your purchases. This economy action will conserve the storekeeper's slender supply, and help reduce the drain of much needed kraft from war shipping and industry.

....NEWS OF THE NORTHEAST REGION....

(Cleared by O.W.I. with an "A" essential rating)

SOME FISH SUGGESTIONS.....

Variety in meals is hard to attain these wartime days...and the War Food Administration suggests that homemakers use fish more often to vary their menus. So, we've fished up some recipes that should fill out your repertoire and make meal planning more interesting. For instance:

STUFFED FISH...which can be made with fresh or frozen fillets of plentiful reasonably priced fish such as cod or mackerel.

This recipe calls for:

3 lbs. fillets or steaks, cooked
1½ tbl. onion, chopped
2 tsp. poultry seasoning
Salt and pepper
1-1/2 cups coarse bread crumbs
½ cup celery, chopped
5 tbl. fat
1 cup of White Sauce

Make a stuffing by sauteing onions, celery, and toasted bread crumbs in the fat, add seasonings and white sauce. Line a baking dish with the stuffing, place this fish on this, and cover with stuffing. Bake in a moderate oven (350 degrees F.) until brown.

And here's a good way to make a substantial meal out of leftover cooked fish:

FISH AND POTATO PUFF...

2 cups of cooked flaked fish
2 tbl. celery, chopped
2 cups seasoned mashed potatoes
1 tbl. onions, minced
3 eggs
2 tbl. cooking fat
2 tbl. parsley, chopped
1 tbl. green pepper, minced
1 tbl. lemon juice
Few drops Tabasco sauce
Salt and pepper

Cook celery, parsley, pepper, and onion in fat until tender. Combine with fish, mashed potatoes, and seasonings. Add beaten egg yolks, and beat mixture till very light. Fold in the well-beaten egg whites, pile lightly in a greased baking pan and bake in a moderate oven (350 degrees F.) for 20 minutes until well-browned.

Sandwiches and salads are probably favorites in your family...and they make another excellent way to use leftover cooked fish. Flaked cooked fish, combined with raw, or cooked vegetables...or both...and served with your favorite homemade dressing, in delicious...and excellent fare for lunch or a quick family supper. The cooked flaked fish can be used in creamed dishes, too...and in casseroles, souffles, and other savory forms. And it makes all sorts of delicious sandwich fillings that provide plenty of food value, as well as good flavor combinations. Combine the fish with sliced stuffed olives, chopped nuts and homemade dressing...or with dressing, minced celery and lettuce. Or, for a special and different flavor, combine the cooked flaked fish with chopped hard cooked eggs, lemon juice, and Worcestershire sauce.

We are likely to think of fish as an everyday food...not quite the most festive dish for a company dinner. But here's a recipe that's delicious, and most attractive to bring to the table. Your guests will ooh...and...ah... when you carry it in:

PLANKED FISH...

Pre-heat cooking plank (can be purchased or made from oak board). Starting with cold oven, raising temperature to 500 degrees F. Remove plank from oven and oil or grease cooking surface. Fish for planking are scaled and washed, split down the backbone, and cleaned. Or you can use fillets. Fish or fillets for planking should be placed skin side down on the hot oiled plank. Season with pepper, salt, grated onion, and cook for 10 to 15 minutes in hot oven (450 degrees F.). Remove and quickly arrange a border of hot mashed potatoes around the plank, returning to oven for 10--15 minutes until the potatoes are golden brown. Serve immediately, with spaces around the fish filled in with cooked and diced vegetables as desired.

FEATURE THESE.....

Here are lists of plentiful fresh fruits and vegetables in major markets in the Northeast Region. We suggest that you feature these fresh foods when you give meal-planning suggestions to your listeners. This is the thirty-fourth installment of this feature which you'll find in "RADIO ROUND-UP ON FOOD" each week.

Latest wire information from our market news office is the basis for this report. For daily developments during this current week, phone your local market news office.

BOSTON	NEW YORK CITY	PHILADELPHIA
Apples (near-by)	Snap Beans	Apples
Beets	Cabbage	Green Beans
Cauliflower	Collards	Beets
Escarole	Kale	Cabbage
Lettuce	Lettuce	Carrots
Squash		Celery
Turnips		Rutabagas
		Turnips

WASHINGTON, D.C.	PITTSBURGH	BALTIMORE
Apples	Beans	Apples
Cabbage	(Old) Cabbage	Beans
Onions	Carrots	Cabbage (Southern)
Oranges	Lettuce	Cauliflower
	Grapefruit	Lemons
	Onions	Oranges
	Oranges	Sweet Potatoes
	Sweet Potatoes	
	Tangerines	

Comment.....

Transportation embargo on fruits and vegetables may be felt later in the week. Through the 27th, effects have not been noticeable because of the large number of cars on track which couldn't be unloaded due to the cold weather. Most markets have fairly plentiful supplies of green beans and root crops, particularly turnips.

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Radio Round-up on food

A Service
For Directors of Home Forum Programs

New York, 7, New York
February 3, 1945

W-H-A-T-'-S I-N-S-I-D-E

TAMING OF THE WILD CAT.....All about oatmeal...a national staple.

APPLY "ANY DAYS".....Spice up winter days with apple dishes.

PLENTIFUL PEARS.....To grace the fruit bowl.

HEAVE HOE.....Some figures on Victory Gardens.

SEEDS WITH BREEDING.....About the Federal Seed Act and what it means.

GREASED ACTION.....Salvage fat! It's needed.

FORE AND AFT.....Story of one industrial feeding program.

THE WEATHER IS SOUPY.....Up-to-date on soup ingredients.

SAUCE-Y WITH TONGUE.....Ration-free and mighty good to eat.

TAKE CARE LEAFLETS.....Make houshold equipment last longer.

A GARDEN IN TIME.....Get started now, for a topnotch garden this

FEATURE THESE.....Plentiful fruits and vegetables in the Northeast

WAR FOOD ADMINISTRATION
Office of Distribution

.....THE TAMING OF THE WILD OAT.....



Novels have been built around the human tendency to sow "wild oats". But the spot on the globe where the first were sown hasn't been marked yet.

The same is true in the plant world. We don't know for sure the native country of the wild oat that's supposed to be the original of all present species. However, oats have long been associated with Scotland. They were eaten there even before the invasion of Britain by the Romans. And from a national dish in Scotland, oatmeal has gone around the world.

Today, oatmeal is a standby cereal in American homes. Nor is it preferred sectionally since about 92 out of every 100 grocery stores in the country stock it. If there is any section where the demand falls a little off the average, it is in the southeastern part of the United States.

Right now oatmeal is one of our plentiful foods. The oat harvest in 1944 was well over a billion bushels. That puts oats second to corn in size of our cereal crops...with wheat in third place. Unlike wheat though, only a very small percentage of the oat crop is used as human food...less than four percent. About 530 million bushels of wheat are used as food in this country...In contrast, representatives of the cereal industry report that only 51 million bushels of oats will be used to process oatmeal...the food form for oats. Each bushel of oats yields only about 13 and a half pounds of finished product. But the resulting 688 million pounds of oatmeal mean nearly 5 pounds for every American. The remaining portion left from the milling of oatmeal plus the rest of the oat crop is used primarily for livestock feed.

In milling oats, only the fibrous hull and adhering portions are removed. The germ and other high-vitamin and mineral-rich portions are left. Thus oatmeal ranks nutritionally as a whole grain cereal rather than as a highly milled product. Oatmeal is considered richer than whole wheat in thiamine and is a good source of iron. Oatmeal, like other foods in the cereal class, is an important source of energy, valuable for its abundance, economy, ease of digestion and gland flavor. Oatmeal is also an important source of protein. And when cereals are combined with a little milk, meat or eggs, the diet is provided with good quality protein.

Oatmeal adds variety to the breakfast cereals. Right now too it has special value as a "meat extender" because it can be used in meat loaves, patties and croquettes. Oatmeal also has a place as a dessert...as an ingredient in cookies and in baked puddings with fresh or dried fruits and nuts.

.....APPLE "ANY"-DAYS.....

Dead-of-winter days call for warm apple dishes as well as raw apples to munch by the fire while the wind roars down the chimney. Why not suggest to your listeners such combinations as apples scalloped with sweet potatoes, fried apples with pork sausage, apple stuffing with low-point spareribs, applesauce with gingerbread (it takes less sugar than almost any other cake.)

The East produces Winesaps, Delicious, Albermarle Pippins, Mc Intoshes, Baldwins, York Imperials, Northern Spies, Stayman Winesaps, and Rome Beauties. Eastern varieties travel to market as far west as St.Louis. This year the winter apples found in fruit bins and stands east of the Mississippi are smaller sized than usual but in good supply.

The Northwest gives us Winesaps, Delicious, Yellow Newtowns, and Rome Beauties, shipping them nation-wide. While apples of the western crop this year are excellent in size and quality, civilians will not benefit one hundred percent. A new War Food Order calls for all Winesaps, Delicious, and Yellow Newtowns in Washington and Oregon to be set aside for the Armed Services. As a result about 40 percent of extra fancy and fancy grades will go to our fighting men and women. The balance will be released for civilians.

Of the varieties on the market, "Rome Beauties" are for cooking only.... "Delicious" strictly for eating out-of-hand or raw in fruit cups and salads. Any of the rest are good for all-purpose serving.

Total commercial production of winter apples, amounted to approximately 101 million bushels. Of these, Delicious led with 22 million...Winesaps and Mc Intoshes followed with 15 and 11 million respectively.

.....PLENTIFUL PEARS.....



For the winter fruit bowl suggest pears. Pears are plentiful and cheaper this year than they were last. Number in storage on December first hit an all-time high, and while the supply has since dwindled, there'll be pears on the market until May.

Our winter crop comes almost entirely from the west coast...Washington, Oregon, and California. Varieties include Bosc, Winter Nelis, Anjous, and some Comice...a large specialty pear, usually eaten with a spoon.

The War Food Administration has no set-aside order on pears since there are enough to assure the Armed Services of their just share and leave plenty for civilians. In normal times, we exported many of the Winter Nelis variety to European countries, but shipping space now demands more precious cargo. What pears leave the country usually go to naval ships.

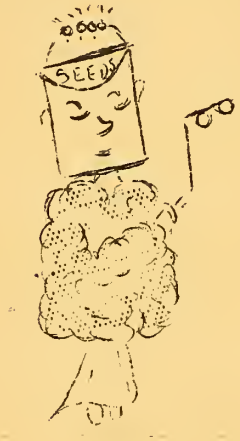
....HEAVE HOE.....

Here are some facts that point up the need for continuing Victory Gardens. Military and Lend-Lease requirements will siphon off one-half of the canned fruits, somewhat less than half of the dried fruits, one-hird of the canned vegetables and practically all the dehydrated vegetables from the 1944-45 pack.

Since fresh fruits and vegetables are not suitable for overseas shipment under war conditions, we have to send canned and dried products. So, civilians will continue to depend more on fresh, frozen, and home canned products as long as military and Lend-Lese requirements are high.

And that record set by Victory Gardeners in 1944 is worth repeating. There were an estimated 18 and a half million rural and suburban gardens last year.. What's more, home canners accounted for nearly half of the total civilian supply of canned vegetables and two-thirds of the canned fruits. In nearly 25 million housholds there was some canning done with a total output of well over 3 billion quarts of home preserved food.

.....SEEDS WITH BREEDING.....



When the farmer or Victory Gardener selects a package of beet seeds at the store, he knows that the crop from them will be beets not carrots.

This faith in the purchase of correctly labeled seeds is the out-growth of a seed law passed by Congress in 1912 and administered by the U.S. Department of Agriculture. This first act only regulated imported seeds. In 1926, an amendment was added forbidding false advertising or labels on seeds shipped from one state to another.

Then the Federal Seed Act of 1939 required that all vegetable seeds shipped in interstate commerce had to be labeled as to exact variety. This Federal Seed Act is primarily a truth-in-labeling law; so standards of germination were also set up. If the number of vegetable seeds that will germinate is below the standard required, the seeds must be marked with the words, "Below Standard".

In the same law in 1939, field seeds, such as clover, alfalfa, corn, etc. have to be labeled to show their quality. This stress on variety and quality for field seeds is important because the farmer can then pick the seed best adapted to the climate and soil conditions of his locality.

While the Federal Seed Act applies only to seed shipped in interstate commerce, many states have made their own seed laws conform with the Federal law. In the last fiscal year, 46 states cooperated with the Federal Government to make their seed inspections tie in with the enforcement of the Federal Seed Act.

The first time interstate seed shippers do not comply with the Federal Seed Act they receive a warning. If they repeat the violation, the War Food Administration may recommend prosecution to the United States Attorney. Another protective feature of the law is that seed may be removed from the market if it is unfit for planting.

.....GREASED ACTION.....

There's not much glamour associated with saving used cooking fats. But it might ease the monotony of this household task to know that salvaged fat can be converted into necessary military medicines. There is tannic acid used in the treatment of powder and gasoline burns, insulins used in the treatment of shock, vaccines, antiseptics and ointments.

The need for salvaging fat will continue important until the conclusion of the war with Japan. It is from areas held by Japan not Germany that a good percentage of our inedible fats and oils once came.

The salvaged fat turned in to the butcher need not be the clean type that can be used again as a seasoning or for frying. Keep fat that is going to be re-used in a container in the refrigerator. Have another container for dark or other unusable fats in some handy place in the kitchen.

.....FORE AND AFT.....

Many factories throughout the country have availed themselves of the War Food Administration's technical advice on setting up plant cafeterias. And the results really read like a before and after story. For instance, there's one factory in the farm section of Pennsylvania where the workers can apples for pies and make vinegar and apple butter.



Up until this month, the only lunchroom the workers in this factory had was a big room with old long wooden tables and benches. At one end of the room a little cooking could be done over a small oil stove with tiny portable oven. The farm women, who constitute 90 percent of all the employees, had to bring their lunches every day. And since their working day begins very early in the morning, they had to pack lunches for themselves while it was still dark. No milk was available at the lunchroom as there was no way to keep it cold.

The "after" part of this story came just recently. This whole factory is moving into a new building right across the way from the old ones. The cafeteria and kitchen weren't overlooked in the plans. The management called on the War Food Administration's industrial feeding specialists to help plan a modern kitchen with electrical equipment and recommend menus. The workers will be able to buy hot nutritious lunches every day at a low cost. They will eat them at tables-for-four

in a colorful restful cafeteria. The women are as thrilled with the prospect of these hot meals as they are happy to help out at the plant.

This is only one example of the change that has taken place in many plants all over the United States...a chance for workers to secure the balanced meals needed for health and vigor.

.....THE WEATHER IS SOUPY.....

In menu arithmetic, nippy weather plus little meat add up to hearty soups. You may want to suggest to your listeners fish chowders, chile, bean or pea soups with accent on the peas.

Whole and split peas are plentiful and well distributed to markets over the nation. White dry beans, while a bit on the light side, will appear on grocers' shelves more often than not...shortages are likely to be temporary. Pinto beans are on the plentiful list in some parts of the country...especially in the southwest and other regions where they're popular. Lentils and black beans come to us from south of the border, and since shipping space is scarce so are these beans in some northern markets. But whenever your listeners can get them, they'll find either lentils or black beans make luscious soups...particularly appetizing when served with a bright come-on-touch---slice of lemon or hard cooked egg.

.....BE SAUCE-Y WITH TONGUE.....

Mild tongue needs a bit of sauce. All tongue meat whether veal, lamb, beef or pork has a delicate flavor that goes well with raisin, horseradish, sweet mustard, mushroom or mint sauce ..with sweet pepper relish, mustard pickle, or any tart jelly.

Most meat counters are displaying ration free tongue these days...fresh, cured, and smoked. And pre-cooked or pickled tongue, also ration-free, in tin or glass is on many grocery shelves. When you give your listeners recipes for this variety meat, you'll want to stress the difference in preparation. Fresh tongue should be simmered for about three or four hours, then skinned and sliced. And part of the cooking water can be used in making a gravy or mushroom sauce for the meat. If the tongue is smoked, soak it overnight. Then cover it with fresh water and bring to the boiling point. Then discard this water. Repeat several times if the water tastes very salty. When you're ready to cook the tongue add fresh water and cook slowly until the tongue is tender.

As for the supply...retail markets in places close to packing plant centers are likely to have more of this variety meat than distant regions. There's no set-aside order on tongues, reserving them for the Armed Forces, but cooked tongues are popular with our fighting men and woman and goodly amounts go to them. Jellied tongue, tongue loaf and other spiced forms ship well and stand in high favor with allied countries.

.....TAKE CARE" LEAFLETS.....

Metals, machines, and labor that used to make civilian goods are now devoted to the production of war weapons. That After Victory Day when full production again begins for electrical irons, vacuum cleaners, and other household equipment can not yet be marked on the calendar. So, it's up to the folks at home to make their present and precious equipment last.

The Bureau of Home Economics in the Department of Agriculture has prepared a series of leaflets on the proper care of household equipment. One of these leaflets tells how to clean and oil and get maximum use of vacuum cleaners and carpet sweepers. Another leaflet gives advice on making electric cords last longer. Still another gives pointers on how to protect and repair household rubber articles...such as galoshes, garden hose, hot water bottles, etc.

If you want to incorporate statements from these leaflets in your broadcasts, just write the regional office of the War Food Administration Marketing Reports Division, 150 Broadway, New York City, 7, New York, for your free copy of all or any one of the leaflets. Order the publication by number and title:

"Take Care of Household Rubber"...No. AWI-7
"Take Care of Vacuum Cleaners And Carpet Sweepers"...AWI-19
"How To Make Your Electric Cords Last Longer".....AWI-20

You may want to recommend these folders to your listeners, but tell them to write the Office of Information, U.S.Department of Agriculture, Washington, 25, D.C. Our regional office supply is limited.

.....NEWS OF THE NORTHEAST REGION.....

(Cleared by O.W.I. with an "A" essential rating)

"A GARDEN IN TIME..."

To paraphrase that old adage..."A Garden In Time Make Food Supplies Climb". And now is the time to start planning for yourVictory Garden.

This may seem a little early to you...but remember that deliveries of garden supplies are bound to be slow this year. And that's why we should begin now to collect the things we'll need for a flourishing garden.

There will be enough garden supplies this year to take care of our needs. Last year brought forth bumper crops of seed. But it's best to order them soon...because your dealer may be caught in the planting-time rush...and then he may be slow in filling your order.

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* Last year, Americans grew food in 18,500,000 Victory *
* Gardens. Government and private estimates indicate that *
* about half of the canned vegetables and more than half of *
* the canned fruits available to civilians are home-canned *
* supplies. *
****

Supplies of fertilizer are about the same as last year...so you'll have no trouble getting what you need...if you order it early.

Victory garden experts suggest that you start your compost pile now, if you didn't last year. Look around for places where blown leaves piled up in the fall, and you'll probably find some rotted leaves there you can use.

Insecticides are being made in about the same amounts as last year. But you'd better get what you need immediately. Perhaps you had the experience of ordering them just when you needed them last year. If so... you know that your chances of getting what you need are better if you think about it beforehand. While you probably won't be able to find any pyrethrum the contact poison...you can get rotenone to use in its place.

The importance of Victory Gardening as an aid to reaching our national food goals was emphasized by the President in a recent statement. He said: "I call upon the millions of victory gardeners who have don so much to swell the nation's food supply in these war years to continue their good work.....

"I ask the millions of women who have preserved food at home so that our armed services could have the fruits and vegetables they need, to carry on until the war is won.....

"I know I can count on the American people to response to these calls to action so that we can all truly continue to say when the war is won that our food has played an important role in the fight for freedom."

And here's just one final word...We can raise the food that fights for freedom...and swell national food supplies...if we begin work right now on this year's victory gardens.

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KEEP A WEATHER EYE OUT.....

For a new series of School Lunch Stories in "Round-Up". Beginning next week, we'll be including one a week...and we hope, one describing a typical School Lunch Program in every state in the Northeast Region. Watch for the story on your state...we know you'll find it useful.

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FEATURE THESE.....

Here are lists of plentiful fresh fruits and vegetables in major markets in the Northeast Region. We suggest that you feature these fresh foods when you give meal-planning suggestions to your listeners. This is the thirty-fifth installment of this feature which you'll find in "RADIO ROUND-UP ON FOOD" each week.

Latest wire information from our market news office is the basis for this report. For daily developments during this current week, phone your local market news office.

BOSTON	NEW YORK CITY	PHILADELPHIA
Beets	Apples	Apples
Cabbage	Snap Beans	Snap Beans
Lettuce	Broccoli	Beets
Sweet Potatoes	Cabbage	Cabbage
Turnips	Cauliflower	Carrots
Tomatoes	Lettuce	Celery
	Radishes	Rutabagas
		Spinach
		Turnips

WASHINGTON, D.C.	PITTSBURGH	BALTIMORE
Apples	Cabbage	Snap Beans
Cabbage	Celery	Cabbage
Grapefruit	Lettuce	Carrots
Lettuce	Grapefruit	Celery
	Onions	Lemons
	Oranges	Lettuce
	Tangerines	Sweet Potatoes
		Tangerines

Comment.....

All the markets have plentiful supplies of cabbage...and that's good news for homemakers looking for a versatile food to fit into any meal. Cabbage can be made into a hearty main dish by stuffing it. Cabbage soup can start a meal...cabbage slaw is a salad for any occasion...and panned cabbage is a nutritious vegetable addition Cabbage served raw is a good source of Vitamin C.

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Radio Round-up on food

A Service
For Directors of Home Forum Programs

New York 7, New York
February 10,1945

....W-H-A-T'S I-N-S-I-D-E....

A LOOK BEFORE YOU SPEAK....Having to do with supplies of tapioca and arrowroot.

IT'S CORNY...AND AMERICAN...Corn chapter in the cereal serial.

RE-SEEDING THE VICTORY ROAD...American seed sown in the fertile Ukraine.

PACK STACKS...Prospects for commercially canned foods.

FOOD TIPS FOR INDUSTRY...And for homemakers, too.

FOR FIGHTERS FIRST...Canned poultry goes to the Armed Forces.

SCHOOL LUNCH GROWS...And this week's story is about Vermont.

FEATURE THESE....Plentiful fruits and vegetables in the Northeast Region.

WAR FOOD ADMINISTRATION
Office of Distribution

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APR 6 1945
U.S. DEPARTMENT

.....IT'S CORNY....AND AMERICAN.....



In what looks to be a serial on cereals in RADIO ROUND-UP, we can't overlook a chapter on corn. Pages could be written about the part this grain has played in the ...tern world. Maize, or corn, meant life for many Indian tribes and was featured in their ceremonials, it was sustenance to the first settlers in the New World, and corn "husking bees" in pioneer days offered one of the chief opportunities for social life.

Unlike wheat and rice and oats, which are products of the old world, corn is part of the history of American civilization... one of our heritages from the Indians. The wild parent plant has never been discovered, but Indian corn appears to have originated on the plateaus and foothills of Central America and Southeastern Mexico. It was an important factor in building the Inca and Aztec civilization. Indians, as far north as Colorado, east to the Atlantic seaboard and as far south as Argentina, raised corn as a major source of their food supply.

The Indians taught the first settlers how to raise and use corn. The Spanish introduced corn to Europe, and the Portuguese distributed it along the African coast and probably to China and India.

Due to the war, we don't have current figures on the world harvest of corn. But ordinarily the United States grows about 60 percent of the world crop. Last year the harvest was over 3 billion bushels... the largest in our history and 53 million bushels over the previous record crop in 1942.

Only about 7 percent of [illegible] crop will be used as direct food. In contrast about half of our wheat crop and 5 percent of the oat crop will be used as food. The greater share of our corn...88 percent...will be fed to livestock and poultry. The remainder will go for seed and non-food industrial purposes...starch, for example.

Corn is especially important as food in the South in the form of grits, pone, and bread. The amount used in the South is much greater than in other sections of the country, but on a national average we eat about 33 pounds of corn meal and flour a year. About another three pounds per person is eaten in the form of hominy, grits, and breakfast cereals.

Our most popular corn meal dish...cornbread or Johnny cake...was derived from the Indian recipe. According to some stories, Johnny cake was first called "Journey Cake". When the Indians prepared for a journey, they made their coarsely ground corn meal into a thin batter and

baked it on hot stones. Then they packed the cake to carry as food along the route.

Because of our bumper corn crop, there will be plenty of cornmeal, flour, hominy, grits, breakfast cereals..also starch...for food this year. Corn sirup and corn sugar will be in better supply than last year. Corn sweeteners are preferred in certain types of candy and icing for bakery goods because of their effect on texture and flavor. In ice cream, too, corn sugar produces a product with a fine creamy texture. While our production of corn sirups and sugar is high, there won't be enough for all civilian demands because we must share our supplies with military and export requirements.

.....A LOOK BEFORE YOU SPEAK.....

In RADIO ROUND-UP we try to explain what foods are in seasonal abundance and what foods due to wartime conditions are scarce. In case you're about to suggest tapioca pudding for a family dessert...or in case you've noticed that tapioca is missing from the grocer's shelves...here is the story on the present supply. There are still small quantities of tapioca allocated for civilian use. But the amount available is so small that your listeners probably won't be able to find any tapioca at retail stores.

First of all, the industrial uses for tapioca are now very high. Tapioca is an essential ingredient in the making of adhesives, pharmaceuticals and the jelly coating on photographic films.

Also the plant that gives us tapioca is not grown in this country. Our tapioca at present comes chiefly from Brazil and the Dominican Republic in the West Indies. The large roots of the manioc or cassava shrub are processed into granular or pellet tapioca forms. This manioc plant is native to South America although it is now grown in many tropical countries throughout the world. The war stopped our imports from the East Indies.

So since shipping restrictions limit the supply now coming into this country, and with war industrial demands taking most of the available tapioca, there will be few tapioca puddings for the home folks.

A Note About Arrowroot

Arrowroot another of our starch foods is also in limited supply. Arrowroot comes from the roots of the maratana shrub. We get our stocks from the British West Indies and shipping is restricted now. Of course, it isn't the usual thing to ask for arrowroot at the grocery store. We get our arrowroot as an ingredient in pudding mixes and in cereals for infants. This fine powder is one of our most easily digested starches, and manufacturers of crackers, cookies, and thin cakes also use it to give their products a fine texture and delicate flavor.



.....RE-SEEDING FOR THE VICTORY ROAD.....



American seeds are going to help the Russians bring back into production the rich land of the Ukraine. Already 20 thousand tons of seeds...enough to fill two cargo ships... have started on their way from this country in time for Soviet spring planting. This is the first half of an agreed upon yearly delivery of seed to Russia.

As you know, earlier in the war, Germany overran about 150 million acres of the Ukraine This meant that nearly 40 percent of the Soviet's important agricultural area was out of production. And when the Germans retreated from the Ukraine in 1943 and early 1944, they applied the scorched earth policy to nearly 60 million acres.

Then the long, hard road or rehabilitation had to start for the Russians who claim this rich soil as their homeland. Not only was the growth on the land destroyed, but the retreating Germans carried off farm machinery and livestock. In addition, many of the inhabitants were gone. Some had moved east to escape the advancing Germans, others were in the Army, and many of the able bodied ones had been sent to labor in German-held territory. Despite these tremendous setbacks, the Ukraine produced substantial amounts of food in 1944. And now American seed will permit the production of greater amounts of food in 1945.

The bulk of the vegetable and field seeds shipped will be used on the large collective farms in the Ukraine. But there will be some for home Victory Gardens, too. Even during the siege of Moscow, 200 thousand Russians around that city raised Victory Gardens with seeds largely from America. Those seeds were so precious that a few at a time were often tucked away in the cabins of ship captains who carried munitions through the dangerous run to Murmansk.

The "seed help" from the United States has been made possible through the development of a new industry in America. Before the war, this country imported a good portion of its seed from Europe. We didn't produce enough to sow our own crops. For the last three years, the United States has grown enough seeds to furnish its own essential needs and export some to our Allies. It's of interest to note that we even developed hardy, early maturing vegetable seed that would suit the stern climate of the Ukraine.

In the terms of shipping, those 20 thousand tons of seed to Russia are also important. The seeds will require the full space of only two cargo ships for one trip. Many thousands of vessels would be required to transport the foods that could be produced from the seeds. For example, a pound of cabbage seed may well produce 200 thousand pounds of cabbage.

.....PACK STACKS.....

Just as farmers are planning all-out food production again this year, commercial canners have their eyes on a follow-up goal for processed fruits and vegetables.

There will be no slackening of effort in canneries this year because army mess kits must be kept filled. And many factors were considered before the size of the 1945 commercial pack was determined. There was Nazi resistance to consider and the possibility of prolonged, bitter guerrila warfare in Europe. Even with favorable events in Europe, a war of the first magnitude is being waged in the Pacific. Successful military effort depends on adequate rations, and canned goods are important in a war of steadily longer supply lines.

U.S. military and other government claimants in 1945 will probably require over 93 million cases of canned vegetables. That's at least 6 million more cases than they took in 1944. These same services will need over 35 million cases of canned fruits and juices...a figure slightly less than last year.

To meet these demands, the War Food Administration has required canners to set aside about 48 percent of their currently estimated production of 15 major, or the more popular, vegetables and vegetable juices for war uses. If there is an increase in production, U.S. civilians should get about the same quantity of the 15 major canned vegetables from the 1945 pack as they did from the 1944 pack...or about 102 million cases.

As for processed fruit...canners of 13 major fruits and juices (excluding citrus) are going to set aside about 61 percent of the currently estimated 1945-46 production for war requirements. It looks now like production of canned fruits will be less this year. So even though the government requirements will be smaller, civilians probably will not find more canned fruit in the grocery store when the new pack is in. The civilian share of the 1945-46 pack for our 13 major fruits will be about 22 million 700 thousand cases compared with almost 24 million cases from last year's pack.

Since our armed forces must have enormous quantities of canned foods, civilians will need to supplement their commercial stocks of canned fruits and vegetables with Victory Garden produce and home canned foods.

....FOOD TIPS FOR INDUSTRY.....

Industrial feeding specialists in the War Food Administration have just released a pamphlet, "Making The Most Of Meat In Industrial Feeding", as a help to restaurant and industrial food managers who must now plan menus with limited supplies of meat. The 29-page bulletin discusses problems of juggling ration points, using less tender cuts of meat, handling and storing meat, and ways to cook and extend it.

The recipes in the book are set up for the service of 100 or 500 portions, and are of interest chiefly to those who plan mass feeding. Here are a few facts from the book though that show the homemaker, who is planning the family size meal, and the mass foods manager have mutual nutrition problems.

Meat supplies protein, the B, vitamins and iron. Meat-extender dishes made largely with vegetables and cereal products may be low in one or more of these nutrients. In order to balance the meal, this type of meat-extender dish should be combined with other foods to supplement the nutritive value. For example, Spanish spaghetti made with small amounts of meat is improved in protein content when topped with grated cheese. And baked green peppers stuffed with rice and minced ham are supplemented in protein and vitamin content when a glass of milk is served with the meal.

Another thing the pamphlet pointed out is that meat-extenders...with little meat and good amounts of cereal and vegetables...should be served in six to eight-ounce portions. The good-sized portion is necessary to provide protein in adequate amount.

While the pamphlet is available only to industrial and institutional food managers, broadcasters may obtain a free copy by writing the regional office of the War Food Administration, 150 Broadway, New York, 7, New York.

.....FOR FIGHTERS FIRST.....



The Army needs 70 million pounds of canned chicken and turkey for use in hospitals, army field rations and for shipment overseas. So that these military demands can be met, the War Food Administration has issued a food order setting aside 100 percent of the canned poultry made after February 14th. Stocks of canned chicken and turkey now on hand for civilians are not affected.
To get the 70 million pounds of canned poultry, between 200 and 250 million pounds of dressed chickens and turkeys will be needed. And practically all available poultry canning facilities in the United States will be used.

Until the order is filled for the Armed Forces, no more canned turkey or chicken...including chicken soup, chicken a la king, etc., will be made for civilians.

.....JUICE....C FRUIT.....

Tell your listeners not to overlook the advantages of smaller-sized oranges when they are buying this popular citrus fruit.

Scientists at the Orlando, Florida Laboratory of the U.S. Department of Agriculture have made studies of the quality of Florida oranges. By sampling and testing oranges ready to go to market at varying times of the marketing season, they found that the juice from small oranges averages better in flavor...or taste...than that from larger fruit. The juice from the small oranges is also richer and sweeter...with more solids. Even the Vitamin C value averages higher. So if buyers judge oranges by juice quality alone, those smaller oranges would probably bring a higher price than some of the big oranges.

.....NEWS OF THE NORTHEAST REGION.....

(Cleared by O.W.I. with an "A" essential rating)

....SCHOOL LUNCH GROWS....

This week's story is about Vermont. Next week, we'll tell you about a School Lunch Program in Maine.

"THE CUPBOARD WAS BARE..."

But it didn't stay bare for long, at the school in Waterbury, Vermont. Early last year when the Waterbury Mother's Club took inventory of the equipment available for a School Lunch Program, they found for a starter only a small cookstove. But a radio appeal for unwanted utensils brought a deluge of kitchen implements, crockery and a local farmer's promise of a steady supply of potatoes.

The Mother's Club had felt for a long time that the Waterbury School's 500 pupils should have the benefit of a hot school lunch. So with hard work and ingenuity, they got it under way...and now the school serves a hot lunch daily to approximately 145 children, from November through April. This number is limited by a lack of facilities at the school... so a priority system has been set up to determine which children shall eat the hot lunch served at the school. The decision is made on the basis of distance the child must travel, and his need for a hot noon meal. The other children either carry their lunches or go home for the noon meal.

For a charge of ten cents, the children may get creamed eggs on cracked wheat toast, a cabbage and celery salad, cherries, milk and oatmeal cookies. Or, they might be served creamed codfish, baked potatoes, buttered beans, bread and butter, fruit cup and milk. These are only sample lunches...but each day brings one just as varied and nutritious.

This is a Type A lunch, for which the War Food Administration reimburses the sponsor...in this case, the Mother's Club...nine cents per child. So the Mother's Club and other interested members of the community cooperate to furnish the additional money needed for food and operating expenses.

The local storekeeper thinks the school lunch is a fine idea...so he gives the school first choice on many items at low prices. The parents have run food sales, parties and raffles to raise money for the program... and they plan to have at least one of these activities every month. Many people in the community have donated canned fruits and vegetables.

The community...parents and children alike...feel a genuine enthusiasm for the program. In fact, some of the children who live nearby want to move farther away so that they, too, can have the school lunch. One small boy, living on the school grounds worried his parents one day by arriving home at 12:45 instead of the usual 12:00 noon. He told them that he'd already eaten...the school lunch looked so good that he'd spent his one dime on it. Parents agree that the general level of health among the children is higher since they've been getting at least one-third of their daily nutritive requirements in a hot lunch at school. They say too, that the children have learned to eat foods that they formerly refused at home. And Mrs. Evelina Martin, who prepares the meals at school, says that brighter faces, more smiles and less tears are now in evidence among the children.

This sort of community cooperation for the welfare of children at school is typical of the School Lunch Program in general.

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BOSTON	NEW YORK CITY	PHILADELPHIA
Snap Beans	Apples	Apples
Cabbage	Beets	Snap Beans
Carrots	Cabbage	Cabbage
Celery	Escarole	Celery
Lettuce	Kale	Lettuce
	Lettuce	Peas
	Onions	
	Peas	
	Sweet Potatoes	

WASHINGTON, D. C.	PITTSBURGH	BALTIMORE
Apples	Beets	Apples
Cabbage	Cabbage	Cabbage
Lettuce	Celery	Carrots
Oranges	Grapefruit	Kale
	Lettuce	Lemons
	Oranges	Oranges
		Onions
		Sweet Potatoes

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Radio Round-up ... on food

A Service
For Directors of Home Forum Programs

New York, 7; New York
February 24, 1945

.....W-H-A-T-'-S I-N-S-I-D-E.....

FOR BETTER UNDERSTANDING.....All about the AWD meeting.

STEAMING THE FREEZE.....What's available in frozen vegetables.

FOOD TEMPO.....Summary of recent food orders affecting major foods for civilians.

A BOUT WITH MEAT....Utility meats and meat stretchers.

LEMON AIDS.....This is where the lemon oil goes.

FISH-IN' SEA-SON.....Expected catches.

SAME SIZE SLICE.....Cheddar cheese supplies during March and April.

WHAT DOES IT TAKE.....School Lunch in New Providence Borough, N.J.

FOOD FACTS...Filler facts for your use.

FEATURE THESE.....Plentiful fruits and vegetables in the Northeast Region.

WAR FOOD ADMINISTRATION
Office of Distribution

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☆ JUL 7 - 1945 ☆
U. S. DEPARTMENT OF AGRICULTURE

.....FOR BETTER UNDERSTANDING.....



The Association of Women Directors of the National Association of Broadcasters launched their second editorial campaign, "Women of the United Nations" at a meeting at the Hotel Roosevelt in New York, February 17th.

In a balconied ballroom, flagged with the colors of the United States, hundreds of women...broadcasters, guests from allied nations and national leaders of women's organizations...pledged themselves to help develop a better understanding among women of the world.

Ruth Chilton, President of the Association of Women Directors, praised Dorothy Lewis, coordinator of listener activity for the National Association of Broadcasters, for organizing and promoting the AWD. She said that Dorothy Lewis had done much to raise the standing of women in broadcasting...to the benefit of radio in general and women's programs in particular.

In a special recording assembled especially for the occasion, the War Food Administration complimented the women broadcasters for the outstanding job they have done helping homemakers to understand the ever changing food situation. The transcription was played on the Navy film recorder and included the voices of six members of AWD.

WFA Tribute to Women Broadcasters...

"Since the war began, every woman broadcaster has been saddled with extra responsibility...selling war bonds...recruiting women for the services and carrying other Government messages into the homes of America. The War Food Administration takes this opportunity to pay tribute to the women directors for the outstanding job they have done in helping homemakers understand the swiftly changing food picture. As a group, women broadcasters have diverted attention from shortages and have helped to merchandise the plentiful foods. They have done a great deal to teach women nutrition, food conservation, food preservation, and better buying habits. These women, sitting before their microphones day after day, week after week, are a real power, in guiding homemakers through the adjustments of wartime living.

"It's easy to visualize this power when you realize the Association of Women Directors of NAB numbers its membership around 700. This pioneer organization of women was created less than six months after we entered the war. There was a real need for cooperation to promote projects affecting women listeners...a real need for a clearing house for ideas and techniques. And so AWD was born...in May 1942.

"It was no accident that the first issue of the War Food Administration's "RADIO ROUND-UP" hit the desks of the women commentators a month later...in June 1942. As a matter of fact, many of the women broadcasters who helped get AWD under way were the first to ask for current factual information on the ever changing food situation. As the result of these requests WFA launched "RADIO ROUND UP ON FOOD", the weekly service sheet for Women Directors.

"To give you some idea how the hundreds of women broadcasters all over the country use this important information in their various shows, we are bringing you the voices of seven members of AWD...(the following broadcasters made transcriptions of War Food messages they had used on their shows and their voices were dubbed in on the film recorder: Ruth Chilton, WCAU Philadelphia; Ann Holden, KGO San Francisco; Mildred Bailey, WTAG Worcester, Mass.; Darragh Aldrich, WCCO Minneapolis; Ruth Crane, WMAL Washington, D.C.; and Elizabeth Hart, WMAQ Chicago.)

"Without the help of friendly voices such as you've just heard, it would be impossible to reach every homemaker. The women broadcasters of this country are making and will continue to make a great contribution to the war effort...and to better living in the years to come.. The War Food Administration says, most sincerely...thank you."

From time to time "ROUND-UP" has brought you stories of the food in other countries. In the future, "ROUND-UP" copy will include more stories of homemakers around the world. As the AWD program "Women of the United Nations" points out, "Sharing mutual experiences helps to encourage a respect for differences and develops a better understanding among the women of the world."

.....STEAMING THE FREEZE.....

With canned vegetables back on the ration list and commercially frozen vegetables point-free, civilian demand for the frozen products has increased rapidly. The present stocks on hand and the selection vary across the country. This is not so hard to understand since distribution facilities differ in the various regions and so do the local preferences for certain vegetables. From a national standpoint, supplies of frozen vegetables at this time are less plentiful for civilians than last year.

While broadcasters will want to check on offerings in their stores, the War Food Administration reports that sweet corn and green peas are the two commercially frozen vegetables most generally available. Frozen limas, snap beans and spinach are also widely distributed. Next in line of supply are frozen pumpkin and squash, asparagus, and broccoli.

Homemakers have found these vegetables to be effort savers...they require no cleaning or paring and can be cooked in a short time. They taste like fresh vegetables and retain most of the food values they have when fresh from the garden.

The Armed Forces too have discovered the advantages of frozen vegetables. The men stationed in this country have been eating many frozen vegetables, and it's likely that the 1945 order for frozen foods will be even larger.

.....FOOD TEMPO.....

The speeded up war tempo has necessitated emergency changes in the distribution of food by the War Food Administration. In "RADIO ROUND-UP", war food orders have been explained as they develop, but perhaps you would like a summary of them as they affect supplies of meat and other major foods for civilians during the next few months.

For the first quarter of this year, our men and women in the Armed Services will need more than one out of every four pounds of meat coming to market. So through March, civilians will be getting five or six pounds less meat per person than in the same months last year...or even in the last three months of 1944. All chickens produced in the four great producing areas in the country are now being set aside for purchase by the Armed Forces. Nor will there be any more canned chicken or turkey put up for civilians until our fighters get 70 million pounds of these canned poultry products. This canned chicken and turkey goes into Army rations and for use in military hospitals in this country and abroad.

The Army has also asked that temporarily 100 percent of the pilchards (California sardines) and mackerel on the West Coast be set aside for Government purchase. Before the war we shipped large quantities of this fish to the Philippines. Now that the liberation of the Islands is under way, the Army needs larger supplies.

It has been necessary for the War Food Administration to issue an order which setsaside the equivalent of 40 percent of our total output of lard for Government purchase. The largest share of this lard will go to our allies...Britain and Russia. Creameries are also being required to set aside 20 percent of their February production of butter...25 percent in March...for war claimants. The government had not intended any reservation on butter until April. Expanded war needs moved up the date on this order. Last year our Army got 15 percent of the butter produced in this country, and the Russian military forces, 5 percent. This year 20 percent of our butter will go to our own fighters and another 4 percent will be an essential food in Russian military hospitals. In addition, one-third of our cheddar cheese is needed for war claimants.

Last year a third of the canned vegetables went into military channels. The coming pack will be the largest possible with present labor and facilities, and shipments to front line fighters will be greater than last year. And it looks now as though war needs for canned fruits and juices (excluding citrus) will be about half of the total 1945 pack. Shipments of all canned orange and grapefruit juice for civilians have been halted temporarily until present U.S. military needs can be met.

As for potatoes, the Armed forces now have first call on most of the old crop potatoes in six major producing states. Also one-fourth of the total rice supply this year is being made available to the Armed Forces and for food in liberated areas.

Broadcasters can do much to point out the fact that these changes have been taken because of our military advances and our larger forces. Our drive into Germany and ever-lengthening lines in the Pacific theatres of war are but two examples of what is being done right now on our 56 fighting fronts. With each advance, allied supply lines grow longer, food losses in combat must be considered and minimum food needs of liberated people must be met.

.....A BOUT WITH MEAT.....

Remember the words of the song, "The music goes round and round and comes out here"? Now's the time to make the meat flavor go round and round and come out where you want it...service for three, service for six. Fortunately, it's the low-point, no-point meats that lend themselves to such meat flavor stretchers as stuffings, dumplings, boiled dinners and the like.

And here are a few suggestions for your listeners: breast of lamb with mint stuffing; shoulder of pork with raisin or apple stuffing; stuffed rolled flank; fricassee of veal with dumplings...using flank, neck, or shank meat; pigs' knuckles or spareribs with sauerkraut; meatloaf... made of the forepart of beef chuck or lean parts of brisket; Irish stew... with shoulder, neck, flank, or shank of mutton; shepherd's pie..using neck, flank, or shank of lamb.

Now's the time, too, to stress the methods of tenderizing meat. First principle is always slow cooking with low heat...keeps meat plump. Simmer, never boil. For braising, suggest the use occasionally of buttermilk, sour milk, or tomatoes as liquid...they contain small amounts of acid that helps to tenderize.



.....LEMON AIDS.....

Lemon flavoring, made with real lemon oil, has been scarce the past months, but through 1945, there will be a gradual improvement in supply. Not only are we able to import lemon oil again from Sicily, but our larger lemon crop this year will further ease the situation.

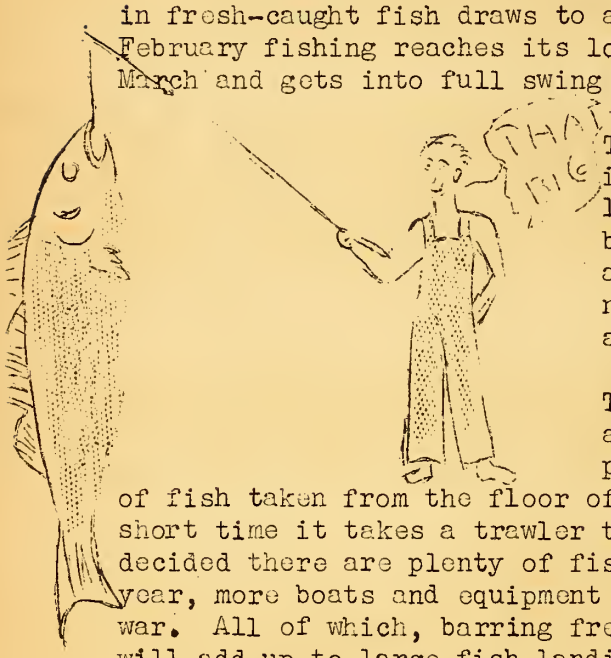
If your listeners wondered why lemon flavoring was missing from grocery shelves last year, tell them there was a big demand for fresh lemons...so not enough lemons went to processing plants. Also, a good share of the lemon oil which was made went to processing plants. Also, a good share of the lemon oil which was made went to our Armed Forces. The Army needed it for cooking use and in a variety of products...candy, beverages, and K rations. Some of that lemon oil was used in a food powder supplied our fighting men. As you know, drinking water has always been a problem for front line troops. A disinfectant must be added to purify strange water. As the taste of the

medicated water is displeasing to the men, each soldier is given an envelope of lemon powder, Vitamin C, citric acid, sugar and lemon oil. Thus the soldier can add a drop of disinfectant to a canteen of water, pour in the powder...shake well...and presto he has a refreshing lemon drink.

Until 1930, we received much of our lemon oil from Sicily. The Sicilians rupture the oil cells in the peel of the lemon with a spoon and take up the oil with a sponge...entirely a "by hand" operation. When we started a lemon oil industry in California, using specially developed machines, we were able to supply the normal needs for this country. Now, with increased war demands, it's necessary to resume imports from Sicily.

.....FISH-IN' SEA-SON.....

As the shortest month of the year ends, the period of short supply in fresh-caught fish draws to a close. During December, January and February fishing reaches its lowest ebb, but it begins to pick up in March and gets into full swing by April.



The biggest obstacle to fishing in wintertime is ole man weather. Comparatively few ships leave port when they're likely to come back covered with a foot of ice, but as soon as the sun smiles, the fisherman mends his nets, scrapes the barnacles off his boat, and puts out to sea.

This year we're expecting good catches. By adding together all sorts of information... past trends in fish production, the number of fish taken from the floor of the ocean by New England trawlers, and the short time it takes a trawler to fill up with fish...biologists have decided there are plenty of fish in the sea. To catch them we have, this year, more boats and equipment than we've had since the beginning of the war. All of which, barring freaks of weather or shortage of manpower will add up to large fish landings.

From New England fisheries...which give us most of our edible fish for the fish market...March brings cod, rosefish, haddock, flounders, and whiting. Since Lent continues throughout this month, you'll want to get out your favorite recipes for cod and other fish to pass on to your listeners.

.....SAME SIZE SLICE.....

About a third of a pound...that's the size slice of Cheddar cheese available for each civilian during March and Arpil. The total amount to be marketed during March and April is 35 million pounds per month...approximately the same supply as civilians have been getting for the past six months.

It's true that milk production has started the seasonal upward climb, and more cheese is being manufactured. At the same time, war requirements for Cheddar are increasing; so any rise in production must be set aside to fill these orders. During February, 30 percent of the Cheddar cheese produced went to our Armed Forces and for Lend-Lease or other war claimants. The set-aside quota on cheddar for these claimants will be 45 percent of production during March and 50 percent during April. The increased quotas are in accordance with the War Food Administration policy of adjusting the set-asides on a month-to-month change in production...making relatively even supplies each month for distribution to civilians.

....NEWS OF THE NORTHEAST REGION.....

(Cleared by O.W.I. with an "A" essential rating)

... SCHOOL LUNCH GROWS.....

This is the story of the School Lunch at....New Providence Borough, New Jersey. Next week, we'll tell you about a program in Delaware.

WHAT DOES IT TAKE?.....

What does it take to build a school lunch program that pays for itself, and provides an adequate noontime meal for every child in school?

Allen Roberts, Principal of the Lincoln School in New Providence Borough, New Jersey has the answer. According to Mr. Roberts, the first requirement is friends..."Good, public-minded people whose interest in their community extends beyond their own front yards. You get together with them and decide that nothing is more important than seeing that every young student has a nourishing meal half way through his school day."

"Next, you start to work. There are tight squeezes here and there, but you keep going, and pretty soon you have things arranged so that lunch time brings the children and plenty of good food together."

This statement from Mr. Roberts carries a good deal of weight...He knows what he's talking about, because a School Lunch was built up at his school in just this way.

The Lincoln School Program started in 1942 without so much as a stove. Mr. Roberts found one...at the firehouse...a derelict, but once it was set up, it worked. The School lacked an icebox for the School Lunch. Mr. Roberts found one. He called a friend who had been in charge of the CDVO plane observation post, and asked what they were going to do with the refrigerator someone had installed for them. "Sell it", was the answer. The purchase price was one hundred dollars. The Parent-Teachers Association, who were sponsoring the lunch, did it all. They earmarked their annual $50.00 contribution to the school. Then they added to it another fifty which ordinarily used to finance their representative at the State PTA meeting. Volunteer efforts installed and serviced the icebox...like the stove...and another step was taken toward an operating School Lunch.

Up until then, soup had been the main-stay of the Lunch. Volunteer PTA members came in each day to prepare it...and when something went wrong, Mr. Roberts, himself, took a hand at it. This soup, together with dessert, was the whole School Lunch, which the children supplemented by bringing sandwiches from home. Then, the War Food Administration's Milk Program was added to the lunch...with half the cost of the four-cent half-pint of milk borne by the child and half by the WFA. By the first of 1943, the Lincoln School Lunch was serving soup, milk and dessert for seven cents.

But this wasn't a full hot lunch...there was more to be done. And at this point, the District Representative of the WFA came up with an important suggestion. He pointed out that the WFA was prepared to allow the P.T.A. sponsoring group nine cents for each full type A lunch... a full meal providing one-third of the child's daily nutritive requirements. The WFA plan also provides seven cents for each Type B lunch...a good meal, though not quite so complete; and two cents for each type C lunch, which consists of a half-pint of milk. This had obvious advantages...so when the next school year rolled around, the WFA indemnified program was installed.

A great deal of volunteer work and preparation went into improving storage and cooking facilities...and making the lunchroom attractive and cheerful. And the results were everything that might have been expected from such a good beginning.

Now the Lincoln School's hot lunch program is in full swing. There are 325 students at the school, 205 of these get a full, nutritious hot lunch every school day, and the others participate in the milk program, bringing their lunches from home.

Children whose parents can't afford the lunch are served free...and no one is the wiser. Second helpings are the rule rather than the exception. And, again in the words of Mr. Roberts:..."This investment is really paying off. Not in cash; we're breaking even, and that's all we want to do; but in satisfaction. Giving a hot lunch to each child, whether he can afford the fifteen cents or not...that's the result we were after, and we got it."

FOOD FACTS ABOUT .....

LETTUCE.....Claudius Galen, the Greek Physician, who died around 200 A.D., wrote, "In the decline of age, which is naturally wakeful, I suffered very much by want of sleep, for, which disorder I used to eat lettuce in the evening, which was my sovereign and only remedy."

CARROTS.....The wild flower "Queen Anne's Lace" is really the wild carrot This plant was brought over from Europe, but has made itself so much at home in this country that farmers look upon it as a despised weed. From its slender, woody, strong-flavored and quite inedible root, all the carrots of field and garden were developed.

FEATURE THESE.....

Here are lists of plentiful fresh fruits and vegetables in major markets in the Northeast Region. We suggest that you feature these fresh foods when you give meal-planning suggestions to your listeners. This is the thirty-eighth installment of this feature which you'll find in "RADIO ROUND-UP ON FOOD" each week.

Latest wire information from our market news office is the basis for this report. For daily developments during this current week, phone your local market news office.

BOSTON	NEW YORK CITY	PHILADELPHIA
Beets	Apples	Cabbage
Carrots	Snap Beans	Carrots
Onions	Broccoli Rabe	Celery
Rutabagas	Cabbage	Lettuce
Squash	Carrots	Onions
Turnips	Celery	Sweet Potatoes
	Escarole	
	Lettuce	
	Onions	
	Spinach	
	Turnips	

WASHINGTON, D.C.	PITTSBURGH	BALTIMORE
Apples	Apples	Apples
Cabbage	Beets	Carrots
Grapefruit	Broccoli	Celery
Lemons	Carrots	Lemons
Lettuce	Cauliflower	Onions
Onions	Parsnips	Oranges
Oranges	Rutabagas	Spinach
Rutabagas	Turnips	Sweet Potatoes
Spinach		
Sweet Potatoes		
Turnips		



Radio Round-up on food

A Service
For Directors of Home Forum Programs

New York 7, New York
March 3, 1945

...W-H-A-T'S I-N-S-I-D-E...

IN THE MELTING POT...About margarine, lard, shortening and salad oils.

FLAX ON THE WAX...Why farmers plan to grow more.

IT'S ALL IN THE HEAD...News on cabbage

GETTING DOWN TO CASES...Tip on egg buying.

APPLE MARCH...Some for our fighting men--some for us

'LASSES IN THE SPRING...'Ye old sulphur and molasses treatment

KITCHEN KERNELS...This year's nut crop

BY HOOK OR BY COOK...How to get your Vitamin A

IN THE HOME STRETCH...Sauces for vegetables

STRAWBERRY ROAM...They're here now

SCHOOL LUNCH GROWS...And this week's story about Dover, Delaware

FEATURE THESE...Plentiful fruits and vegetables in the Northeast Region

WAR FOOD ADMINISTRATION
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AUG 11 1945
U. S. DEPARTMENT OF AGRICULTURE

...IN THE MELTING POT...

Margarine, lard, shortening and salad oils took a ration point rise last Sunday (February 25) chiefly because of limited supplies of lard for civilians.

Let's look for a few minutes as to how the supply of one of these commodities affects the other. The production of lard is down. A year ago at this time we had such a record hog crop that there wasn't enough storage space for all our lard. This commodity was made point-free to increase sales. This February, federally inspected slaughterers got only 45 percent as many hogs as they did during the same month a year ago. Moreover the yield of lard per hog is smaller. Even though we have a cut in supply, military and other government requirements for lard remain high. This means less for civilian distribution and the necessity for a rise in point value.

Because of the shorter lard supply, there is an increased demand for vegetable oil shortenings which can be substituted in most cooking purposes for lard. In view of the inter-changeability of these shortenings, points had to be raised on all to assure fair distribution.

With butter limited, the total supply of margarine is now needed for use as a spread for bread. The points on margarine have been increased to assure its availability for this purpose and to discourage substituting margarine for lard or shortening in cooking.

...FLAX ON THE WAX...

Farmers have been asked to put 5 million acres in flaxseed this coming year. This goal--2 million acres over 1944--has been set to obtain more linseed oil. Right now our supply of linseed oil is short because production of flaxseed in 1944 was only 50 percent of that in 1943, and our imports from South America are restricted. Also, it has been necessary for the United States to supply Russia with linseed oil for its war program.

Linseed oil, you know, is important for paints and varnishes, linoleum and oilcloth, printing ink, artificial leather and a long list of medicinal products. Until the supply improves, the use of linseed and vegetable oils in these products for civilians is limited to 50 percent of the amount used by manufacturers in 1940-41.

...IT'S ALL IN THE HEAD...

This year's crop of cabbage in Florida, Texas, Arizona, and California is more than half again as large as it's been on the average for the past ten years...56 percent above average, in case you're interested in figures. That's a goodly bit of cabbage...so large that the War Food Administration is attempting to divert quantities to the manufacture of sauerkraut.

Normally, winter-grown cabbage is not used to any extent in the making of kraut, for the reason that sauerkraut is a cold-weather dish favored more in the states above the Mason and Dixon line. So it follows that most of the kraut plants are located in the Northern states and buy their cabbage locally. Last fall, a shortage of cabbage in the north limited kraut production. By using Southern cabbage now the kraut packers may make up some of the fall shortage and at the same time help conserve food.

Here's the distribution pattern of cabbage to local markets during the winter months:

Markets east of the Rockies get most of their winter crop cabbage from Florida and Texas. Arizona and California furnish most of the western region.

Fine Without Brine

You'll probably want to remind your listeners that fresh cabbage is nutritive...new green cabbage has Vitamin A...raw cabbage is a good source of Vitamin C. And cabbage is versatile. You can fit it into any course from soup through salad and the entree. You may want to suggest stuffed cabbage as a main dish, slaw, either hot or cold, with fish; and cabbage shredded, creamed, buttered, or panned.

...GETTING DOWN TO CASES...

"Top of the season to you"....that's the present verdict on eggs. Our supply of this non-rationed, protein food is largest from January through June, with the peak of production usually during March and April. Additional praise can be given these springtime eggs because they're at their most favorable price range, they're larger, of mor uniform quality, and they're fresher.



As for buying tips...know the Federal weight standards for eggs so that you'll be getting full value for your money. Large eggs usually weigh two ounces. That means, if you were buying eggs by weight instead of by the dozen, you'd get eight eggs to the pound. Medium eggs must weigh 21 to 23 ounces per dozen. Small eggs must weigh at least 18 ounces to the dozen although there is no maximum weight requirement under OPA regulations. When the price difference between the various sizes is great enough, the consumer may actually get more for his money by buying the medium or small eggs.

When it comes to food value, we all know in a general way that eggs are important in the diet...but why and on how many counts. To begin with, eggs have a good quality or "complete" protein. For this reason, they can be used interchangeably with other complete protein foods...meat, fish, poultry and a few others. That protein is essential for normal growth and for building and repairing body tissues.

Eggs are on the "protective" food list too. "Protective" foods are the ones we need plenty of every day because they're sources of important vitamins and minerals which we need to safeguard our health. In the mineral supply line, eggs are an important source of iron...which we need to keep the coloring matter of the blood up to normal. Eggs also have phosphorus which we need along with calcium and Vitamin D for strong bones and teeth. While eggs aren't outstanding sources of calcium they have more Vitamin D than just about any other food, with the exception of fish liver oils. They also contain Vitamin A and riboflavin.

When it comes to uses....eggs are a morning, noon and night food. And

you can serve them in dozens of ways. They can be a main dish with sausage, or as a fluffy souffle or a delicious omelet. They fit perfectly into any number of quick breads, cakes, sauces, desserts and beverages. While food comparisons are never quite fair, since each food has its own important place in the diet, eggs are more nearly interchangeable with milk...as far as nutritive value is concerned...than any other item in our diet.

...APPLE MARCH...

If you've been missing Delicious apples from your favorite market, chances are you'll get a last fling at them before the season tapers off in March. A month ago, War Food Administration put Delicious apples on a set-aside order for the Armed Services along with two other varieties, Winesaps and Yellow Newtowns. Now the set-aside for Delicious has been removed. And the reason is simply this: Winesaps and Yellow Newtowns are longer keepers than the Delicious variety and can be shipped abroad. At the moment the Armed Services have a bigger need for the exportable varieties. So some million bushels of Delicious apples will be diverted into civilian channels.

Apples on the market during the first half of this year come from the winter varieties commercially produced in 1944. Of the Delicious variety, commercially produced, 59 percent grew in the State of Washington.

Delicious apples are best in the fresh form for fruit cups, salad plates, lunch box, and fresh fruit bowl. For the most part they're not a cooking apple.

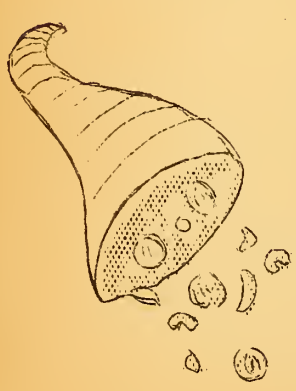
...'LASSES IN THE SPRING...

Although, as a spring tonic, sulphur and molasses went out with the bustle, your listeners will be interested in molasses supplies even before spring this year to supplement sugar rations.

Supplies are ample for table and home-cooking uses. At the year's end we carried over a large quantity of molasses from the 1944 production. This year, we've added to these quantities goodly amount of dark molasses and some blended and higher grade types.

Perhaps you'll want to point out to your listeners that dark molasses is particularly rich in iron in a form that the body can use. And like other kinds of molasses, it makes good gingerbread, gingersnaps, molasses cookies, cakes, pies, Indian puddings, and baked beans.

...KITCHEN KERNELS...



Last year the nut-growing sections of our country produced more tree nuts than we've had on the average for the past ten years. And yet our total supply of nut meat is smaller by about 3 million pounds. The reason lies partly in our restricted imports.

Normally we import English walnuts from France, Italy, and China; almonds from the Mediterranean; filberts from Turkey and Spain; cashews from India; chestnuts from Italy; and Brazil nuts from Brazil. War has lessened some imports and stopped others entirely. Since late in 1941 the War Food Administration, the United Kingdom's Ministry of Food, and the Canadian Government have had a pact to prohibit imports of Brazil nuts in their respective countries in order

NUTS FOR YOU

to avoid the diversion of workers from essential rubber production in the South American commonwealth.

Of our domestic supply of tree nuts, ninety percent of the English walnuts and all of our almonds come from California. Filberts are raised largely in Oregon and Washington and pecans in our southern states.

While our imports have been shrinking, our demand for tree nuts has gone up. For one thing there's more money in the American purse to buy foodstuffs these days while our military needs clip off a good portion of our supplies. While all of these factors may make it impossible for us to buy the variety of tree nuts we'd like at all times, still we will find some kinds on the grocery shelves. Broadcasters should check on local supplies before suggesting the use of certain types of domestic nuts. Supplies vary according to type of store and preferences of customers.

...BY HOOD OR BY COOK...

U.S. Department of Agriculture surveys have revealed that Vitamin A is none too abundant in the American diet as yet. This is the vitamin, you know, that helps our eyes adjust quickly from bright to dim light. As we need it for resistance to infection, for growth and for general good health.

We get some of our Vitamin A needs from butter and fortified margarine, and the green and yellow vegetables contribute this vitamin generously. So with butter limited, you will want to tell your listeners to plan a daily serving of such vegetables as broccoli, carrots, chard, green peppers, kale, mustard greens, sweet potatoes, turnip greens or winter squash.

...IN THE HOME STRETCH...

Making the pat of butter or margarine do its full duty calls for cooking ingenuity these days. If the family chef wants to vary the seasoning for vegetables and yet save limited table fats, she might give a thought to cream sauce. Basic ingredients for that sauce are milk, flour, salt and pepper and about a tablespoon of meat drippings. Variations can be played on that theme by adding chopped hard cooked egg, or parsley, paprika or a favorite herb. Cabbage, carrots, celery, mushrooms, onions, peas, potatoes, and string beans take kindly to cream sauce.

...STRAWBERRY BOOM...



Mmmmh....those large juicy strawberries now on the market are coming from Florida. Plant City and the area east of Tampa is our principal production center of early strawberries. Maybe though we'd better quality present markets for the crop. Refrigerator cars carry this fruit from Florida only as far west as Fort Worth, Texas and to markets in Kansas City and north to Minneapolis...and to most of the big cities east of the Mississippi River.

If you live in this distribution area, you'll be seeing more of these Florida strawberries now than last year. The 1945 winter crop of strawberries may be about 105 thousand crates (24 quarts each). This is 7 percent about 1944 production but only about one-fifth the average production for the years 1934-43. Weather conditions cut into the yield per acre, but most of the reduction in the crop is due to the smaller number of acres planted.

...NEWS OF THE NORTHEAST REGION...

(Cleared by O.W.I. with an "A" essential rating)

....SCHOOL LUNCH GROWS....

This is the story of the School Lunch at the Fork Branch School in Dover, Delaware. Next week we'll tell you about a School Lunch in New York State.

GOOD AS MONEY IN THE BANK...

Yes...700 quarts of fruit and vegetables is as good as that...where a School Lunch Program is concerned. And 700 quarts, plus several bushels of potatoes, apples and other stored foods, is the total result of community cooperation for the welfare of the youngsters at the Fork Branch School in Dover, Delaware.

Last summer, the pupils...children of negro tenant farmers and workers for the most part...and the school's teacher, Miss Hattie Loper Tatman, canned all of those fruits and vegetables...including 109 quarts of tomatoes. The food they canned was provided by the children's parents...and by nearby farmers. It was canned right on the school stove...the same stove which cooks the daily hot lunch.

Last year, Fork Branch School served better than 4,000 meals. More than half of the meals included milk as well as hot meat dishes, vegetables or fruit, and bread and butter or fortified oleomargarine. The War Food Administration reimburses the school up to nine cents for every lunch of this type that's served...on the basis of matching dollar for dollar.

The total school body of the Fork Branch School numbers only 39. And there's just one teacher. But mere numbers didn't stop them when they got the hot lunch idea. No...they got together...children, parents, teachers and interested neighbors...and pooled their resources. And, with the War Food Administration's aid, they have piled up a canning record that's as good as... or even better than money in the bank.

FEATURE THESE....

This is the thirty-nine installment of this list of plentiful fruits and vegetables. Latest wire information from our market news office is the basis for this report. For daily developments during this current week, phone your local market news office.

BOSTON		NEW YORK CITY		PHILADELPHIA
Apples	Onions	Apples	Kale	Cabbage
Beans	Rutabagas	Beans	Lettuce	Carrots
Beets	Spinach	Cabbage	Onions	Celery
Cabbage	Squash	Carrots	Peppers	Oranges
Carrots	Turnips	Celery	Sweet Potatoes	Spinach
Escarole		Escarole		Tomatoes

WASHINGTON, D.C.		PITTSBURGH		BALTIMORE	
Apples	Escarole	Cabbage	Parsnips	Apples	Oranges
Beans	Greens	Carrots	Rutabagas	Beans	Spinach
Cabbage	Onions	Cauliflower	Tomatoes	Cabbage	Sweet pota-
Carrots		Celery	Turnips	Carrots	toes
Celery		Onions		Celery	Turnips



Radio Round-up on food

A Service
For Directors of Home Forum Programs

New York 7, New York
March 10, 1945

....W-H-A-T-'-S I-N-S-I-D-E....

PRESERVIN' SUGAR....Sweet stuff for canning

SOLID NEWS ON ICE CREAM....Whys of the improvement in ice cream

"POINTS" ON INTERNATIONAL MENUS....Rationing in the English-speaking nations at war

TIN TO TIN....Tin conservation and the consumer

ON CALL....The "Hear Ye" sounds for the U.S. Crop Corps

TOP THIS ONE...A word about beets

THE '45"GOLD"RUSH....Uses for versatile carrots

COASTAL CRUISE FOR POTATOES....Irish potatoes travel by water

SCHOOL LUNCH GROWS...This week...a program in Buffalo, New York

FOOD FACTS....Filler facts for your use

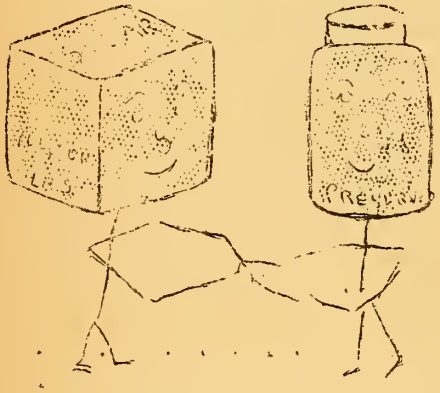
FEATURE THESE....Plentiful fruits and vegetables in the Northeast Region

WAR FOOD ADMINISTRATION

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AUG 11 1945
U.S. DEPARTMENT OF AGRICULTURE

.....PRESERVIN' SUGAR.....

About 700 thousand tons of sugar will be scooped out of the national sugar bowl this year for home canning. This sugar is to be distributed solely to those who need it for this purpose. Broadcasters will want to point out to their listeners that only those who plan to do canning at home or with neighbors or at a community canning center should apply for a share of this sugar. There just isn't enough sugar in the national stockpile to permit any overdrawing of the quota.



However, the War Food Administration says that 700 thousand tons of canning sugar is enough to permit home canners to produce record amounts of home preserved food. That is, if this sugar is used solely for putting up fruits and vegetables and if all home canners stay within the four-to-one basic rule. This rule, recommended by the U.S. Department of Agriculture, is one pound of sugar to each four quarts of finished fruit. The canning sugar limit or rule will also be followed by the OPA in issuing supplemental sugar rations.

Here's how the homemaker figures out how much canning sugar she will need. She first plans how many quarts of fruit or fruit juice she will put up. Then she divides this figure by four to find the sugar allotment. However, the maximum amount any individual can claim is 20 pounds. And even is there are more than eight members in the family, the most that any family can apply for is 160 pounds. If the homemaker wants to, she can use up to five pounds of her 20 pound ration for jams, jellies and other preserves. But 15 pounds of that ration must be specifically for fruits and fruit juices. Actually there is no sugar allowed for putting up vegetables. The home canner who wants to put up pickles, relishes, chili or catsup may use a portion of her family's 5 pound per person jelly and jam allowance for the purpose.

...SOLID NEWS ON ICE CREAM...

In the coming months, you'll probably notice some improvement in the ice cream situation. The War Food Administration has removed the restrictions on the use of non-fat milk solids in the manufacture of ice cream and other frozen dairy foods. Those non-fat milk solids, by the way, represent what remains of milk after the butterfat and water have been removed. They have many of the essential nutrients of whole milk...proteins, carbohydrates, calcium and riboflavin.

Ever since February 1943, the War Food Administration has limited the amount of milk solids...including milk fat...that go into frozen dairy foods. The restrictions were necessary because there were so many other demands for our milk...for drinking, for making cheese, evaporated and condensed milk and dried milk products. So for the past two years, manufacturers of frozen dairy foods could not use more than 65 percent of the milk solids in their products that they used in a corresponding month of the base period. That base period was from December 1941 to November 1942.

While there are still restrictions on the amount of butterfat in ice cream, the supply of non-fat dry milk solids has improved because of greater production. And now that there isn't any "ceiling" on total milk solids permissible in making ice cream, manufacturers can produce a more desirable product from the standpoint of consumers' tastes and nutritional welfare. Also, there will probably be a slight increase in quantity of ice cream...in addition to the seasonal step-up to meet warm weather demands for a cool treat.

....<u>"POINTS" ON INTERNATIONAL MENUS</u>....

It was in March of 1943 that general food rationing went into effect in this country. Remember? So during this anniversary month you may want to tell your listeners a bit about rationing in the English speaking countries: The United States, Canada, and the United Kingdom.



To help give everyone an equal slice

Let's begin logically with the first steps in a rationing program. These do not differ among nations. Each country plans what food will be produced in its own soil and what food must be brought in from outside.

But from there on the roads to rationing change. In the United Kingdom, where most of the food supply is imported, the Ministry of Food takes sole charge of all imports and either takes possession or in some way controls most of the home grown supply.

The United States and Canada, on the other hand, have, roughly speaking, a system of remote controls rather than a direct possession and distribution of foodstuffs. Both have a whole network of regulations for handling rationing and food problems.

In all these countries there are two principal rationing methods. There's the "point-substitution" scheme and the "fixed quantity" system. Our red and blue points come under the point-substitution plan. We're given a certain number of points for a definite period of time, and it's up to us to spend them as we wish. If we want to splurge on a steak and eat fried mush the rest of the week, that's our privilege. Under the "fixed quantity" system, we get a certain amount of a particular food, and that has to last us for a stated period of time...sugar, for example, we get under the fixed quantity scheme. Because our nation is so large and we have so many regions with different food habits, the point system seems to work best for us.

Now, in the United Kingdom, it's the "fixed quantity" plan that governs the distribution of most of the foods. Britishers register with their local dealers and from them get their weekly rations. The less perishable goods they may choose under a point system just as we do our fats and meats and canned foods.

Canada's rationing is about fifty-fifty. Canada uses the point substitution system for sirups, preserves, and canned fruits, but rations butter and sugar on a weekly basis.

In all three countries these foods have never been rationed: poultry, fresh fish, bread, flour, potatoes, fresh vegetables, fresh fruit...except citrus which has been rationed in Great Britain.

Canada does not ration meat and cheese. The United States is the only one of the three that has never rationed tea, sirup, molasses, and honey.

And in the United Kingdom alone...eggs, fluid milk, cereal breakfast foods, citrus fruits, dried fruits, dry beans and peas, tea, chocolate, rice, and candy fall under rationing controls.

As you may see, rationing is tightest in the United Kingdom...slightest in Canada.

...TIN TO TIN...

Before the war, commercially canned fruits and vegetables in this country were packed in as many as 258 different style and size cans. Because our supply of tin was limited...and needed in the packaging of so many military commodities ...the War Production Board started a conservation program early in 1942. The first step was to reduce the number of food tin shapes to a minimum. Instead of 258 types we now have about 12. The composition of the containers was also affected. Formerly there was about 2 percent tin to a can. Now the tin content is down to 1 and a fourth or 1 and a half percent. And with the use of one improved process, tin content may be as low as ½ of one percent. Even with this tin plate reduction, there is no difference in the processing of fruits and vegetables nor any change in flavor.

According to marketing specialists in the U.S. Department of Agriculture, consumers have been benefited by the limitation orders on container sizes. The shopper is able to judge sizes more easily. Before the war, when there were a couple of hundred styles many were confusing. One size might look larger than another and yet net contents stated on the labels were identical. Some of the sizes did not vary more than 1/32 of an inch in diameter or height. Then too, reduction in the number of styles generally means a saving in production costs.



...ON CALL...

The U.S. Crop Corps is already sending out a call for about four million emergency workers...town and city women, as well as men and youths...to work on farms again this year.

Broadcasters may think this recruiting a bit early since most of the emergency workers will not be needed until July and on into October. But here's the reason to start recruiting now. Many of these harvest workers will be teachers, college girls, business girls, school children. If they know the importance of their services, they can plan their vacation at the time and place where there is a need for emergency harvest help.

Right now, in New York City, 650 women and girls who worked on farms last summer have organized as the "Winter Soldiers of the Women's Land Army". They are holding regular meetings to learn more about food and agriculture and to help recruit women farm workers for 1945. Also they want to keep in touch with the friends they made last summer in farm work. All plan to be at the harvest scene of action this year too.

If your listeners are interested in helping save wartime food, tell them to contact their county extension agent or the local farm employment office. These offices are usually located in the county court house or Federal building. This year harvest workers will be needed more than ever before. The regular farm labor force is the lowest since the war began, and at the same time food production goals remain at record levels.

...TOP THIS ONE!...

Just a word about beets which are coming to market in abundance now from Texas. Remind your listeners to use the beet tops...rich in Vitamin A. Cook the tender baby beets with the greens attached and, if you like, serve them, chopped together and seasoned with fat, salt, and pepper. Tops of larger beets are best cooked separately.

For any of your listeners who find cleaning beet tops a discouraging job, here's a tip: When you wash greens, lift them out of the water...never pour the water off the greens.

To keep beets from "bleeding" suggest cooking beets whole in their skins with roots and part of stems attached. When they're done, skins will slip off easily. You r member, too, that hard water...because of the minerals... tends to turn beets a bluish color. A bit of vinegar or cream of tartar will save the nice red from fading.

...THE '45 "GOLD" RUSH...

Spring is "icumen" in and with spring comes a very heavy crop of carrots. Texas, California and Arizona report a bumper crop. From these three states carrots go to markets all over the nation. So with carrots crowding the grocers' bins there's no excuse for meals lean in Vitamin A. Carrots as you'll recall are heavy Vitamin A donors through carotene which is a precursor to Vitamin A.

When you'r plugging carrots you'll likely want to accent their versatility. You might suggest an Easter salad made of grated carrots piled in the shape of a nest with cottage cheese formed into eggs and decorated with crosses of green pepper.

Then there are the cooked dishes. For instance there's a "quickie" method for the hungry working gal. Pan carrots by slicing them thin, place in a frying pan with a bit of melted fat, cover, and cook until tender. And for a change you can fry carrots with onions or apple rings. Then there's carrot scallop baked with a white sauce and bread crumbs...and if you have it...grated cheese.

Always welcome to your radio listeners is a one-dish meal. Suggest layers of carrots and turnips with chopped onion and green or red pepper...baked encasserole with pork sausage atop.



...COASTAL CRUISE FOR POTATOES...

Irish potatoes are moving out of Maine by water these days.

It seems that of the 103 and a half million bushels now remaining in storage, nearly one-third are in Maine. With a shortage of refrigerator cars and rail facilities in

the Northeast for moving potatoes, some other means of transportation had to help move stocks into tight supply areas.

The War Food Administration announced a program to make use of boats along the mid and South-Atlantic seaboard. Many shippers had not considered boats because of the higher wartime cost of transportation by water. Under the new program, the WFA will reimburse food distributors the difference between shipping by rail and by boats along the Atlantic Coast.

While a substantial part of the potatoes moved out of Maine by boats may be purchased by the military and war services, relief for civilians is expected.

.....NEWS OF THE NORTHEAST REGION.....

(Cleared by O.W.I. with an "A" essential rating)

SCHOOL LUNCH GROWS

This is the story of the School Lunch at Buffalo, New York. Next week we will tell you about a program in Maryland.

READING AND WRITING AND "RITHMETIC"

Are only three of the big "R"'s in the curriculum at St. Ann's Parochial School in Buffalo, New York. The other two stand for Repast...and Results. The repast we're talking about is, of course, a hot school lunch...and the results...well, according to Father Ball, who's in charge of the program at St. Ann's, the results are better spirits, greater alertness, and a willingness among the pupils to drink more milk and eat more foods that are good for them.

The school lunch program at St. Ann's school came to life under the impetus of another problem. It all began with breakfast. Many of the children came to school as early as 6:30 without any breakfast to keep them going. At best, they might have had a bottle of pop and a cup cake. And the lunches they brought often consisted of a piece of dry bread...or a bag of potato chips bought at the corner store. The school authorities decided, when many children had become ill during school hours, to give breakfast to those who were coming in without it. And they felt that it would be an excellent idea to take advantage of the War Food Administration's Community School Lunch aid to institute a hot noon meal.

St. Ann's has a student population of approximately 1100 children including commercial and grade school, and child care center pupils. 40 to 50 percent of the pupil's mothers are working in war plants. More than 700 children of all ages file into the lunchroom every day from eleven to one o'clock to eat a nutritious and attractive lunch. Others buy one or two items to supplement lunches they bring from home. And in addition, the kindergarten-age pupils, and undernourished children are given morning milk free of charge.

For a dime if they have it, for nothing if they don't, the children receive meals designed to provide them with at least one-third of their day's nutrients. Nobody but the teacher knows which children are served free and

the War Food Administration imburses the school for a part of the cost of the meals. A typical menu might be beef and vegetable stew, bread and butter, stewed plums and milk; or soup, pork and beans, bread and butter, pie and milk. Second helpings are there for the children if they want more. Before the current short supplies of meat, each week's menus included a steak dinner...but that, of course, has been discontinued.

The menu planning and food purchasing...as well as bookkeeping for the lunch at St. Ann's are done by Father Ball. Meal preparation and serving are taken care of by eight paid helpers...four of whom are parents of children at the school.

When the school lunch was first started, only 40 children participated... and that number has risen steadily...And Father Ball says that neither the children nor the parents have ever complained about any aspect of the lunch. Yes...that fifth "R"...the one that stands for Results...carries a great deal of meaning. And the sentiments of all concerned in the program indicate that Results can be modified by still another R...to make them "Remarkable Results", at St. Ann's School.

FOOD FACTS ABOUT....

APPLES....Probably the most famous apple tree in the world is one under which General Robert E. Lee surrendered to General U.S. Grant at Appomattox, Virginia, on April 9, 1865. This tree, under which the two generals of the Civil War met, survived the Battle of Appomattox and stood for years. The original tree has falled, but on the anniversary of the day in 1911, George R. Armes, of the U.S. Army, planted a young apple tree on the exact spot.

BEANS....According to many legends the Indians received their first beans and maize from Indian Heaven. The Indian Heaven of all Eastern tribes was located at some indefinite place in the Southwest, because from that direction came the warm soft winds sent by the Giver of Life to scatter winter's cold and permit their crops to grow.

ONIONS....There is a tradition in the Far East that when Satan stepped out of the Garden of Eden after the fall of man, onions sprang from the spot where he placed his right foot and garlic from that where his left foot touched.

GREEN PEPPER....The green peppers of northern markets are really adolescent red peppers. The table vegetable is served green before it has had a chance to ripen into its bright redness.

SPINACH....was first used in England about 1500 and was thought to have come to the British Isles from Spain. At that time it was spelled "spinage". Young leaves of spinach were used in salads in the time of Queen Elizabeth.

FEATURE THESE.....

Here are lists of plentiful fresh fruits and vegetables in major markets in this region. We suggest that you feature these fresh foods when you give meal-planning suggestions to your listeners. This is the fortieth installment of this feature which you'll find in "RADIO ROUND-UP ON FOOD" each week.

Latest wire information from our market news office is the basis for this report. For daily developments during this current week, phone your local market news office.

BOSTON	NEW YORK CITY	PHILADELPHIA
Apples	Apples	Apples
Beets	Snap Beans	Broccoli
Cabbage	Beets	Carrots
Carrots	Cabbage	Celery
Escarole	Carrots	Greens
Grapefruit	Celery	Onions
Onions	Lettuce	Spinach
Peppers	Onions	Tomatoes
Spinach	Peas	
Hubbard Squash	Peppers	
Turnips	Spinach	
Tomatoes	Tomatoes	

WASHINGTON D.C.	PITTSBURGH	BALTIMORE
Apples	Apples	Apples
Beets	Cabbage	Beans
Cabbage	Onions	Carrots
Carrots	Snap Beans	Celery
Onions	Tomatoes	Onions
Tomatoes		Oranges
		Peppers
		Sweet Potatoes

COMMENT.....

You will notice that tomatoes are in good supply in most of the markets. That's good news for winter-weary homemakers...because tomatoes are a good old Vitamin C standby...and they supply Vitamins A, B1, G, besides. And tomatoes will brighten and vary meals. Perhaps you've wondered whether to call tomatoes fruit or vegetables. Here's the answer. In 1893 tomatoes appeared before the United States Supreme Court...and the decision was that the tomato is a vegetable for all practical purposes...no matter how it's classed botanically.



Radio Round-up on food

A Service
For Directors of Home Forum Programs

New York 7, New York
March 17, 1945

.....W-H-A-T-'-S I-N-S-I-D-E.....

SLOW FLOW...The prospects of olive oil imports.

.....

A PLUG FOR ONIONS...They're plentiful...and this will tell you why.

.....

REPORT FROM THE "DYES" COMMITTEE...A few tips on egg dyes for your listeners.

.....

AN EARLY CALL TO ORDER... Bridgeport Nutrition Committee promotes better breakfasts.

.....

ACCENT OF "WHITE" MEAT...The chicken production story.

.....

INTAKE ON THE UPTAKE...Participation in the School Lunch Program.

.....

THREE-IN-ONE FOOD STORY...What we and our neighbors are eating

.....

FAT-TERNITY PLEDGE...Homemakers work with America on fat salvage.

.....

SCHOOL LUNCH GROWS...This week's story...Bel Alton Negro School in Maryland

.....

FEATURE THESE...Plentiful fruits and vegetables in the Northeast Region.

.....

PLENTIFUL FOOD INFORMATION...In the Northeast Region.

WAR FOOD ADMINISTRATION

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☆ MAR 12 1946 ☆
U. S. DEPARTMENT OF AGRICULTURE

....SLOW FLOW....

Homer spoke of olive oil in the Iliad as a luxury, and homemakers today have to agree with him on that point. Olive oil is in very short supply and very expensive.

World production of olive oil has always centered around the Mediterranean basin, the original home of the olive tree. The Franciscan padres planted the first olive trees in California, and that state today produces practically all the domestic olive oil. But California olives are grown primarily for pickling. As we don't produce anywhere near the amount of olive oil needed to satisfy the U. S. demand, we've relied on imports in the past. The yearly average of olive oil consumed in this country from 1935 to 1939 was 64 million pounds...with only 4 million pounds produced here.

After the outbreak of the war, domestic production of olive oil increased sharply. But when the Mediterranean basin was again open to Allied Nations and exports resumed, production in the U.S. began to decline.

The question is, then, when will we start importing olive oil again in prewar quantities. When the war first broke out, import came to a stop from Italy and Greece. But olive oil continued to come from Spain and Portugal in limited quantities in their ships. And this situation continues today.

In all probability we won't be receiving olive oil from Italy or Greece for a few more years. We imported heavily from them in the past, but these two countries now need all the olive oil they can get to help supply their own food needs. The report is that this year Tunisia will have the largest production of olive oil ever on record for that country. But here again most of it will go to help feed her Mediterranean neighbors, especially Algeria, French Morocco, and France.

Still there is a cheerful post-war note in the olive oil blues song. The extensive olive planting programs now going on in North Africa, especially Tunisia and Morocco should mean heavy exports of olive oil to us a few years after the war. Another indication of this is the long-standing Mediterranean tendency to import peanut and other cheaper vegetable oils for their own use. Thus these countries can export the more expensive olive oil and obtain foreign credit for importing manufactured items from abroad.

.... A PLUG FOR ONIONS....

Broadcasters who are suggesting the use of onions in meals these days can rest assured they are plugging a plentiful food. Indeed, onions need extra merchandising efforts right now. Here are some background facts for your information.



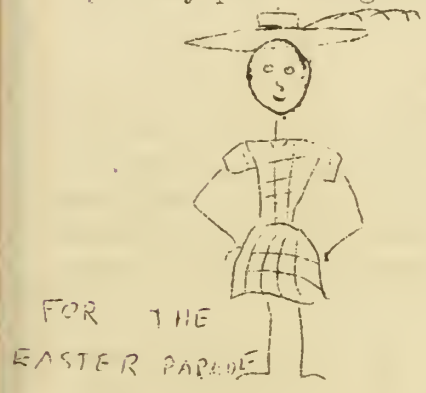
Usually at this time the supply of onions that is held in storage...so that civilian needs can be met all year round...is low. But bad weather, with resultant transportation tie-ups, held thousand of sacks of our late crop onions in storage during January and February. Now that these food pepper-uppers can come

out of storage, growers are doing everything possible to make up for lost time. What's more, within a few weeks (first of April) the new crop of onions from Texas will begin moving. And there are indications now that the new crop will be heavy.

The storage crop is in good condition and the prices are reasonable... much lower than at this time last year.

....REPORT FROM THE "DYES" COMMITTEE....

With the strains of "Easter Parade" floating in over the radio and a whiff of spring in the air, now's the time for a few tips on egg dyes that you may pass along to your listeners.



Coloring eggs for Easter is almost as old as Christianity...in fact, long before the first Easter, the egg served as a gift among friends and symbolized the re-creation of spring. Later, Christians adopted the custom of giving eggs and used the egg as a symbol of the resurrection. The first Easter eggs were dyed red for the blood of redemption.

Today eggs may be variegated in color as the rainbow. In the main, there are two types of Easter eggs dyes. The first type, dissolves in water. It may come to you in the form of powder, tablet, or paper saturated with color. Or sometimes you may get a liquid dye that needs no further dilution. Any of these give the egg a uniform color, and frequently manufacturers furnish with the dye various Easter designs...bunnies, flowers, chickens...that can be transferred to the egg when the egg is dry.

The second type of dye does not dissolve in water. Rather it floats in a thin film on top. Different colors may be floated without mixing so that when the egg is dipped through the dye, it becomes streaked and comes out variegated. You may find a very few of these insoluable dyes in a powdered form.

While both types of dyes are safe to use, the insoluable ones are good only for Easter egg coloring. They contain substances like turpentine to aid the dyeing. The turpentine pretty much evaporates when the warm egg goes through the floating film, and little, if any, is left by the time the egg is dry. So the insoluble dyes are perfectly safe to use on egg shells but not permitted for coloring other foods.

Almost all Easter egg coloring is made of coal tar dyes. And for our safety, the law provides that food dyes must be harmless and suitable for their specified use. Then, in order that we may be sure the law is followed, before a batch of dye goes on the market the manufacturer must submit a sample to the Federal Food and Drug Administration. Food and Drug tests the

sample, and if it passes the tests issues a certificate that the egg dye from that particular batch has been found to comply, and gives the batch a certain lot number. As a rule, the manufacturer then puts the lot number on the envelope or on a slip of paper inside each package of dye. Your listeners may want to look for the lot number when buying dyes...just as a matter of protection.

There's not likely to be any shortage of Easter egg dyes..partly because they're a seasonal product and partly because they take so little dye. Primary coal tar dyes are highly concentrated...a little goes a long way... and so a little made into Easter egg dyes will color many eggs. And that's good news for the kiddies and for the grown-ups who are still kids at Eastertime.

....AN EARLY CALL TO ORDER....

Remember the posters..."You can't breakfast like a bird and work like a horse"...they're part of the national nutrition program to see that Americans start the working day with an adequate meal. You see, early in the war, reports showed that breakfast was usually the most neglected meal of the day. Improvement had to be made if the physical and mental energy of war workers was to be maintained during a most productive part of the day.

Broadcaster might be interested in a new slant the Bridgeport, Connecticut nutrition committee is taking in the promotion of good breakfasts. This group is now advocating early breakfast meetings.

Here are points in favor of the idea as presented by the committee members. First, more business can be accomplished in a shorter time at breakfast. There is no time lost in calling the meeting to order as people usually arrive on time for breakfast. This meal can be served more quickly than the other two, and there is an enthusiasm early in the day to tackle the order of business. All of this adds up to the fact that business steps which would require all evening or several hours at noon can be completed at breakfast in about an hour. What's more the early breakfast session doesn't interrupt the full work-day. It also makes it possible to put "meeting ideas" into immediate effect.

Most restaurant managers welcome the idea of business breakfasts. Their eating places are not as apt to be filled to capacity and they can promise reservations. And with many breakfast foods point-free, the menu variety is good. Also, a good breakfast can usually be served for less than the cost of an average lunch.

If you encourage the early meeting idea, you'll also want to recommend a good breakfast pattern..one that's primarily ration-point free.

The menu must include fruit, cereal, perhaps a protein-rich food (such as, eggs or a combination of eggs and sausage or poached egg on corned beef hash), toast or muffins, butter or fortified margarine, milk for the cereal, and a beverage.

....ACCENT ON "WHITE" MEAT....

Farmers are being asked in increase their production of chicken. With the present outlook of about 128 to 133 pounds of so-called "red" meats per civilian this year...compared with about 147 pounds in 1944....more chicken meat will come in handy.

Changing war demands and greatly reduced production of some meats, particularly pork, have placed greater dependence upon chicken meat by the Armed Forces and civilians. While present indications point to some 3 billion pounds of dressed chicken coming up, this amount is not large enough. Out of this must come more than 600 million pounds for the Armed Forces and for export needs. The remaining supply for civilians would not amount to more than 20 pounds per capita...compared with about 24 pounds each last year.

That's why the War Food Administration is urging farmers to raise an extra brood of chickens for meat purposes and to market them as early as possible. Since the civilian shortage of red meat will be noticed mostly between the present time and late summer, the farmers who get extra chicks immediately would be able to market their birds up to 4 pounds weight by late July. The call for increased chickens does not mean holding any of the pullets for egg production. A heavy increase in the number of laying flocks would mean an over-supply of eggs in 1946.

....INTAKE ON THE UPTAKE....

Judging from the latest figures the Community School Lunch program is making friends at a rapid rate. Almost four and one-half million children are eating lunches in 31,859 schools and child care centers, operating with the financial help of the War Food Administration. The number of children enjoying lunch at school is almost twice the number for the same period the year before.

As you know, schools are reimbursed according to the type of lunches they serve. The last figures available show that about two-thirds of the lunches served were complete meals -- that is, a protein dish, fruit or vegetables, enriched bread, butter or fortified margarine and milk. One of the stipulations of the reimbursable program states that all children shall eat lunch regardless of their ability to pay. And it's interesting to note that during December the children who did not pay averaged daily 441,230.

The program seems to appeal equally to both urban and rural schools. More rural schools take part but more urban children eat prepared lunches at school. One of the largest school lunch units is in New York City where 55,000 grammar school pupils eat lunch prepared in a central kitchen and delived by a fleet of trucks to the schools throughout the city. The carefully planned lunches, prepared by a staff of 250 employees, follow a general pattern of thick soup or another hot dish, sandwiches, milk, hard cooked eggs, a raw vegetable, such as carrot sticks, cabbage wedges, celery or green peppers, and either stewed or fresh fruit.



In contrast to this large scale lunch program let's take a look in during the noon hour on one of the many one-room schools in the United States. The Elk Prairie School in Montana has 12 pupils. Last year the teacher took it upon herself to cook at home the night before a stew or soup which she re-heated on top of the stove that supplied heat for the one-room building. The children enjoyed it so much that the parents arranged to have one of the cloak rooms sealed off and equipped for the preparation of a simple meal. Now the teacher and pupils prepare the food and enjoy a complete meal, partially financed by Federal Funds.

Whether the Community School Lunch program as it is now set up will continue after the end of this school year depends on the action of Congress. The appropriation made last July, 1944, was made for one year only.

....THREE-IN-ONE FOOD STORY....

In spite of scarcities and rationing, we ate more of most kinds of food per person in the United States last year than during the pre-war years of 1935-39. On the plus side were dairy products (except butter), meats, eggs tomatoes and citrus fruits, fresh vegetables and grain products. For just one comparison in figures...in the pre-war years, Americans were eating an average of 126 pounds of meat. In 1944 this amount was increased to approximately 147 pounds.

At the same time we had about as much poultry, game and fish as a group; potatoes and sweet potatoes together; and all kinds of beverages as we had in the years before the war. Our only food items falling short of pre-war years were butter, cheese, evaporated milk, sugar and canned and fresh fruits, other than citrus.

Our neighbor, Canada, fared about as well. Canadians had less potatoes and sweet potatoes...but more fats and oils than they'd used other years. On the other hand because the United Kingdom imports a large part of its food supply, Britain stood with a minus score on many foods. Britishers ate considerably less meat than in pre-war years, less poultry, game and fish, less fats and oils, tomatoes and fruits.

None of the three countries pampered the national sweet tooth. Each had less sugar. But each of the countries consumed more leafy green and yellow vegetables and fluid milk...a significant step in the right direction from a nutritional point of view.

.... FAT - TERNITY PLEDGE....

Every homemaker who's putting by her used kitchen fats is working with the Armed Services, the farmer, the industrialist, in short the rest of Americ And working...not in some big general way...but on a specific task.

In Army and Navy kitchens in this country, mess officers and chief cooks keep a sharp eye to see that no fat is wasted. They see to it that meat trimmings are rendered and kitchen greases are saved in big tins for regular collection.

In the past, hotels and restaurants have done a good job of helping in the fat salvage drive. So too have the homemakers. And it's expected that... like the homemakers...hotels and restaurants will pitch in to achieve the goal for the 1945 fat salvage drive. And, incidently that goal, from home kitchens alone, is 250 million pounds.

The farmer, for his part, is saving the tallow from the slaughter of cattle. He's raising cotton, soybeans, peanuts, and other oil producing products to near-record levels.

So when one of your listeners scrapes out the last drop of used fat, she's "in the groove" with the rest of America. Maybe you'd like to tell her so.

.....NEWS OF THE NORTHEAST REGION.....

(Cleared by O.W.I. with an "A" essential rating)

SCHOOL LUNCH GROWS

And this week's story is about the School Lunch at Bel Alton Negro School in Maryland. Next week, we'll tell you about a program in Connecticut.

"THANKSGIVING DINNER FOR A NICKEL"...

Doesn't sound real, does it? But that's what the children at the Bel Alton School had in 1943, as a result of the School Lunch Program there. The menu included turkey, cranberries, bread and butter, celery and peas.

Naturally, every day lunches aren't quite as elaborate...but they're equally nutritious...and the price is the same. Nearly all of the 400 children who attend the school eat the school lunch. About 60 children pay nothing for their lunches in accordance with the agreement between the school and the War Food Administration, which provides that no distinction be made between the children whose parents can afford the lunch and those who can't.

Some of the food for Bel Alton's noon meals comes from the school's own Victory Garden. During the year, the Agriculture class tends a half acre garden...and the agriculture teacher tends it during the summer months. Produce from the garden is canned at the community canning center. Two years ago, the total yield from the half acre was 150 cans of snap beans... four bushels of potatoes...nine bushels of kale, and a peck of onions.

The principal at the Bel Alton School takes the chief responsibility for handling the school lunch program, and does the necessary marketing. He is enthusiastic about the benefits of the program to the children at his school... and he tells this story to illustrate why he is. Once, he says, he talked

with a small boy who complained of a pain in his stomach. "What did you have for breakfast?" he asked the boy.

"Nothing", was the answer.

"What did you have for dinner last night?"

"Molasses, bread and a walnut."

"And for breakfast yesterday?"

"Nothing."

That stomach pain was simple hunger. Now that child joins the others for a hot noon meal every day. He gets his lunch free. And the stomach pains have disappeared. And when you think of an accomplishment like that one... well...Thanksgiving dinner for a nickel sounds quite possible, doesn't it.

FEATURE THESE....

This is the forty-first installment of this list of plentiful fruits and vegetables. Latest wire information from our market news office is the basis for this report. For daily developments during this current week, phone your local market news office.

BOSTON		NEW YORK CITY		WASHINGTON, D.C.
Beets	Onions	Apples	Escarole	Apples
Broccoli Rabe	Parsnips	Snap Beans	Lettuce	Cabbage
Carrots	Spinach	Beets	Onions	Onions
Celery	Turnips	Cabbage	Peppers	
Grapefruit		Carrots	Spinach	
		Celery	Sweet Potatoes	

PHILADELPHIA		PITTSBURGH	BALTIMORE	
Apples	Greens(Broccoli	Apples	Snap beans	Turnips
Beets	Rabe, Kale, Collards,	Cabbage	Cabbage	Celery
Cabbage	Turnip tops, Han-	Celery	Carrots	
Carrots	over Salad)	Grapefruit	Onions	
Celery	Onions	Onions	Sweet Potatoes	

PLENTIFUL FOOD INFORMATION....

The foods listed below are expected to be plentiful throughout the Northeast Region for the month of April. Your mention of these foods on your program will help encourage wise use of the wartime food supply.

FRESH FRUITS & VEGETABLES	OTHER FOODS
ONIONS	Eggs
Cabbage	Dry edible peas
Carrots	Dry-mix soups
Spinach	Soya flour, grits and flakes
Oranges	Citrus marmalade
Apples (especially lower grades and smaller sizes)	Apple butter, jellies and grape, plum and fig jams
Other products in local abundance	Wheat flour and bread
	Macaroni, spaghetti, noodles
	Oatmeal

For a report on food supplies in your particular market check the local market reporter or the nearest District Office of Supply, War Food Administration.

42
R11N
2



Radio Round-up on food

A Service
For Directors of Home Forum Programs

New York 7, N.Y....
March 24, 1945

....W-H-A-T-'-S I-N-S-I-D-E....

A RE-EVALUATION IS NECESSARY...Toward a better understanding of the food situation.

.....

AROUND THE CORNER...Report on some important wartime crops.

.....

GIVE 'EM THE COME-ON...Farmers Need Help...and you can help them.

.....

MEAT DELETE...Latest information on civilian meat supplies...April through June.

.....

IT'S MANNA TO THEM...About Red Cross prisoner-of-war packages.

.....

APRIL FOOLING AT EASTER...Some common food fallacies

.....

SCHOOL LUNCH GROWS...The hot lunch at Bethany Elementary School, Bethany, Connecticut.

.....

FOOD FACTS...Filler facts for your use

.....

FEATURE THESE...Plentiful fruits and vegetables in the Northeast Region

WAR FOOD ADMINISTRATION

A RY
MAR 12 1946
U. S. DEPARTMENT OF AGRICULTURE

...A RE-EVALUATION IS NECESSARY...

It's true that certain food items such as meat, lard, fats and sugar are not plentiful enough right now in this country to meet all the demands of all claimants...our Armed Forces, civilians and allies. However, maybe your listeners are too conscious of these shortages and forget the over-all food production effort and the many items in good supply.

So that there will be no misunderstanding on the food situation, certain basic facts should be recalled. You might like to remind your listeners of some statements made by Marvin Jones, War Food Administrator.

On the food production front, Judge Jones points out that "the farmers in America...despite handicaps of war...have produced substantially more food in each of the war years than they did in peace time". (Last year, record or near-record levels were set for just about every food item...with a total production one third higher than in pre-war years...And the latest crop report indicates another year of all-out production.) "This year," Judge Jones said, "the War Food Administration is continuing to urge all-out production of the greatest possible amount of food. Congress has provided assistance by making available price supports as an assurance to farmers."

As for the present food situation, Judge Jones pointed out that there is still a good supply of food in this country. "Certain items such as meats, lard, fats and sugar are less than the over-all requirements, but other items are in plentiful supply. And even after taking into account those that are in short supply, there is sufficient...if it is properly distributed and shared...to assure our people a good, wholesome diet. The people in the United States, on a per capita basis, have been eating more than they did prior to the war." Here again broadcasters can point out the substitution of more plentiful foods for those in short supply.

.....

Judge Jones had this to say of other than civilian requirements..."the requirements of our Armed Forces are necessarily growing and everyone wants these requirements to be met." And this of supplies for our Allies, "we know that only because of the food that we were able to furnish the Russians and and our other fighting allies have they been able to carry on as they have in their military operations. This not only serves them, it serves us as well." As for relief supplies, he said, "there are certain relief needs in Europe and the Pacific area, especially in the wake of battle, that must be met."

He summed up these needs by saying, "I am sure, in the light of these facts that the people of the United States will make every effort to be helpful in assuring an adequate supply for our Armed Forces and our fighting Allies. We all realize the necessity of sharing this food and playing square with our neighbors...and our fighting forces and our Allies."

...AROUND THE CORNER...

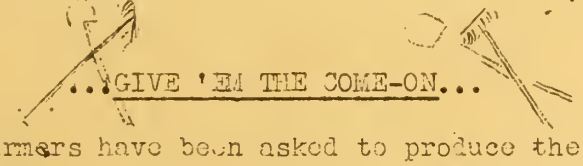
There will be substantial increases in the planting of crops needed to meet the war situation, according to the very latest report from the United States Department of Agriculture. Every month the Crop Reporting Board of the Department puts out a statement on crop conditions and the March report is of interest because it tells how the farmers across the nation have again expressed their intentions to plant near-record acreages of the principal food and feed crops this year.

Rice is one crop with a near-record acreage indicated for 1945. Expected demands, good yields last year and favorable conditions this spring are factors in this increase. Another grain showing an increase was winter wheat...5 million acres more this year than last. Oats showed an 8 percent increase. This increase was chiefly due to the fact that labor and equipment requirements for this crop are relatively low and because oats have gained in favor as a feed crop.



The greatest indicated increase this year is in flaxseed plantings...upped 37 percent. This crop is important for linseed oil to meet civilian and military requirements. There will also be 20 percent more sugar beets planted than last year. Even though there is an increase reported in the acreage of sugar beets, farmers have some apprehension concerning labor for thinning and harvesting the beets. So the 1945 indicated acreage is still under the 1934-43 average.

These indicated increases will offset the crops going down in acreage this year. Decreases are expected in such feed crops as corn, barley and sorghums...and in such food crops as dry peas and beans, sweet potatoes and potatoes, soybeans, peanuts and spring wheat. The total acreage of commercial vegetables seems likely to be only slightly lower than in 1944. Some of the farmers are cutting back on certain crops because their boys have been called or expect to be called for military service. The older men cannot carry the overload and some are less skilled at repairing power equipment. Also some machinery parts and services are harder to secure. So most farmers feel compelled to shift to a combination of crops and livestock which will spread the work load. There does not appear to be any large area where farmers are seriously handicapped by weather, finances, seed or feed shortages.



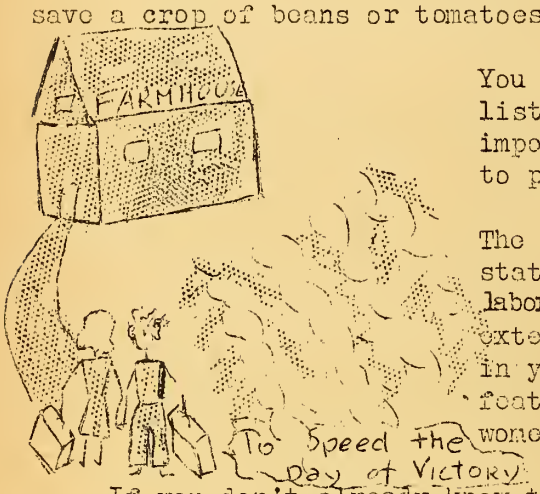
...GIVE 'EM THE COME-ON...

The nation's farmers have been asked to produce the greatest possible amount of food this year. At the same time, agriculture's labor ranks are being reduced further this year to meet the needs of the Armed Forces. So the importance of recruiting emergency farm labor is most urgent this year if farmers are to meet their goals.

War Food Administration estimates that four million women, men, boys and girls from townsand cities are needed to work on farms this year. Of

that number, about three-quarters of a million must be women; a million and a half boys and girls.

As in previous years, the greatest need for women will be for seasonal farm work...teachers and college girls with two to three months vacation, business girls willing to spend part of their vacation in emergency farm work or in a canning factory; housewives who will, when the local call comes, help save a crop of beans or tomatoes, or berries or apples.



You can help tremendously by telling your listeners about these needs...and stressing the importance of filling them. It's not too early to plan how you can do this most effectively.

The supervisor of the Women's Land Army for your state can help you tie in your copy with local farm labor needs. The state supervisor can tell you to what extent women will be called upon to help on farms in your locality. They can also help you arrange features...such as interviews with town and city women who have worked on farms.

If you don't already know the name and address of your local farm labor officer, the state supervisor will supply you with this information. You will find the name and address of the Women's Land Army supervisor for your state in this issue of ROUND-UP...see page 10. The men listed are in charge of all U. S. Crop Corps activities...including the Women's Land Army.

....MEAT DELETE....

Here's the latest information on civilian meat supplies for April through June...more veal, lamb and mutton than was available during the first three months of the year, but less beef and pork. This all simmers down to a continuing tight supply of meat.

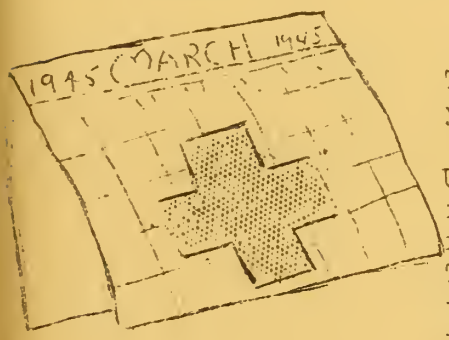
The civilian allocation of meat for this coming quarter is 3 billion 793 million pounds...12 percent less than in the first quarter of 1945. The cut is necessary because right now we're going through the seasonal low time for livestock marketings and because increased supplies of meat must go for military uses. The civilian supply will now mean about 115 pounds of meat per person this year. This is almost 30 pounds per person less than in 1944. Nor can we expect much improvement in supply before the fall months when livestock marketing is on the seasonal increase. The end of the war in Europe will not materially affect the meat situation.

Because the meat supply will be tight there are plans now under way to see that what we have is more fairly distributed...especially to congested war production centers. This new distribution plan will become effective as soon as regulations can be formulated by the OPA under authority delegated by the War Food Administrator. The new action will see that more cattle and hogs

move into federally-inspected plants and thus into inter-state trade channels. When livestock are slaughtered in non-federally inspected plants they cannot be shipped across state lines. So if a meat producing state tends to have a large number of its cattle going into this type of plant the local supply of meat is out of proportion to what other non-producing meat states have.

The military forces will get 4 percent more meat the next three months than they received in the first quarter of the year. This supply will assure the necessary meat ration for our fighting men and women. Also, in addition to our military personnel we must send rations for civilians working with our Army overseas, prisoners of war and part of the Allied Armies...including the Filipinos and Free French and Italian units serving with the U. S. Army. Prisoners of war menus now contain meat alternates and the amount of meat required for this purpose has been greatly reduced.

There will be substantial reductions in the amount of meat going to Lend-Lease the next three months, too. The only supplies to be made available are 325 million pounds. Almost all of this will be pork and beef tushonka... a canned meat product with a high percentage of fat...which had been contracted some months ago by Russia for its Army. The United Kingdom will only get 25 million pounds of meat the next three months compared with 207 million pounds in the first quarter. Limited supplies of meat for feeding civilians in liberated areas will be made from stocks held by the United Kingdom. The reduction in the foreign allocation was made because any further reduction of supplies in the United States would create difficult distribution problems. Still, our meat ration will be larger than that in the United Kingdom. Last year the British per capita ration of meat was 50 pounds less than ours.



....IT'S MANNA TO THEM....

This is Red Cross month and a good month to tell your listeners about prisoner of war packages.

Under the Geneva Convention, prisoners may receive individual packages of food...meant particularly to fill in the hollow spots left by the prison diet. The War Food Administration buys most of the food for these packages, but the boxes move into prisoner hands through the International Committee of the Red Cross.

The American Red Cross prepares and ships all food packages sent from our country to American and Allied prisoners, but, in turn, the Governments, to whose nationals the packages were sent, reimburse the Red Cross for the cost of the packages.

The items in the food packages are planned by the Red Cross Nutrition Service in consultation with the Office of the Medical Director. Each package when wrapped and ready for shipping weighs 11 pounds. Much had to be considered in planning the package. Above all else, food items must be nutritious. Prison camp diet is likely to be starchy and deficient in proteins, fats, vitamins and minerals. It's been the aim of the Red Cross to give as nearly as possible foods that will provide the essentials for an adult doing sedentary work.

Then after the nutrition angle came the question of likes. So far as possible, the Nutrition Service planned for food items that prisoners like and have been used to at home. And to prevent monotony, many items vary from week to week. Always there's a basic pattern of milk, table fat, cheese, meat, and dried fruit, but the other items vary as do the kinds of meat and fruit.

Since the packages may be in transit a long time and in all sorts of climates, the food items have to be able "to take it". Ration D chocolate bar, for instance, has been used because it can withstand temperatures up to 120 degrees. Red Cross packages as a rule can stick it out for a year in good condition.

An example of what a POW gets, here's a typical package: whole powdered milk, processed American cheese, an Army spread (butter and cheese), whole spray dried eggs, corned beef, pork luncheon meat, peanut butter, salmon, prunes or raisins, jam, biscuits, chocolate bar (Ration D), sugar, coffee (soluble), salt and pepper, multivitamin tablets, chicken noodle soup.

In addition, each package contains four or five packs of cigaretts, four ounces of soap, and sometimes chewing gum.

As you know, the Japanese have not been cooperative in providing the necessary facilities for relief supplies to go regularly to prison camps throughout the Far East. But those shipments which have reached our prisoners in Japanese hands contained a high amount of protein, as many as five tins of meat...fish and cheese.

The Red Cross makes every attempt to give each American prisoner one standard food package weekly. For if a POW gets his package each week, he's not likely to run into any serious nutritional deficiencies. Besides the standard food packages, there's a special Christmas package, and a special invalid package with foods especially adapted to the needs of the sick.



....APRIL FOOLING AT EASTER....

With Easter and April Fool's falling on the same day this year, you may want to tie in with your program a common fallacy about eggs. Most of us have heard from the cradle up that raw eggs are easiest to digest. Actually either soft or hard-cooked eggs digest more completely than raw ones. Our main concern is to keep the eggs tender by cooking them over low, slow heat.

And here are other "old wives' tales" that you may find useful in connection with April first.

True or False? It's dangerous to eat seafood and drink milk at the same meal. False, obviously, since some of our tastiest fish dishes...clam chowder,

oyster stew, lobster Newburgh...require milk in the making.

And another fallacy that may well by exploded while meat is scarce: Athletes and others doing heavy muscular work do not need more meat in their diets. Strenuous activity calls for a high-calorie diet, but it's expensive and unnecessary to supply the calories in the form of protein.

....NEWS OF THE NORTHEAST REGION....

(Cleared by O.W.I. with an "A" essential rating)

"SCHOOL LUNCH GROWS..."

This week's story is about the Program at Bethany Elementary School, Bethany, Connecticut. Next week, we'll talk about a School Lunch in Pennsylvania.

"MOTHER KNOWS BEST..."

Is a phrase that most children don't like to hear. But the mother in our case is Mrs. Alan Twitchell, who has been President of the Bethany, Connecticut Parent-Teacher's Association for the past two years. And this is what she has to say about the School Lunch Program at Bethany Elementary School:

"Though I live only 300 feet from the school, I wouldn't think of making lunch at home. My child was a light and fussy eater. Now she practically gorges herself at school, and eats everything."

According to Mrs. Twitchell, the original doubts, suspicions and poor cooperation that attended the opening of the Program in 1939 have given away to a spirit of community interest. Children and parents from every type of home and background have been brought closer together through the school lunch. The children have become healthier and more alert...and many of the mothers have noticed improvements in table manners, too. For the first time, many children from foreign homes are eating foods they never ate before--and the children are learning to live together and cooperate. "Every year I feel more strongly that we must educate our children for a democratic life," says Mrs. Twitchell, "and school lunch is a part of it."

Fittingly enough, the hot lunch program in Bethany was begun at the instigation of a mother. She objected to having her child ride to school in the morning and return late in the afternoon without having eaten a hot meal in between. The Bethany Board of Education gave the school its permission to start the program, and WPA labor was supplied. But the idea got a poor reception in the community. Not to be discouraged, the interested parents organized the school lunch program alone...and paid for a refrigerator and other equipment from their own funds.

At the beginning the lunches were served to about 30 children...and those first meals were built around surplus commodities distributed by the government. The meals were so well-liked by both the children and the parents that when the WPA labor was withdrawn, the parents continued the work on a volunteer basis...and the PTA gave entertainments to raise money for the lunches. Nowadays, things are very different. The PTA has donated new dishes...and the Board of Education has installed a bright, airy kitchen with modern equipment. A full-time employee cooks, plans and purchases food for the meals... and one day a week, two of the mothers prepare the food. The school now feeds sixty children. For 15 cents each child receives a healthful lunch...consisting of at least one hot dish and one third of his day's nutritive requirements.

The Bethany School Lunch operates with assistance from the War Food Administration. Under this plan, the school is reimbursed 9 cents by the government for each complete, Type A lunch served.

All School Lunch programs which recieve WFA assistance operate under the sponsorship of school boards, parent-teachers groups, civic groups, and other non-profit organizations. Any school...public or private...of high school level or under...which operates on a non-profit basis is eligible to apply for government assistance for its lunch. The responsibility for working out the details of the program is in the hands of the local sponsor...who buys, prepares, stores and serves the food. As the Government's representative in the program, the War Food Administration reimburses the local sponsor for up to 9 cents of the cost of the food...depending on the type of lunch served and the financialneed of the school.

FOOD FACTS ABOUT....

BEETS..."It's all in the name," said a restaurant owner in a Midwest town. He like beets himself...so he offered them to his customers often, listing them on the menu as "beets in sour sauce". Orders were few, and the waste was considerable...so he changed the menu name to "harvard beets"....and the demand exceeded the supply.

GREENS...The ancient Saxon name for the month of February "Sprote-Kale"... since kale sprouted at that season. And in Scotland, kale is so regular and common in the nation's diet that the most important kettle used in preparing a family's food is called the Kale Pot.

LEEKS...Onions have several relatives...one of which is leeks. This vegetables does not really belong to the onion family...it's more like a distant relative. Both the leaves and roots are edibe. This little vegetable...which looks like an overgrown scallion, was cultivated in Egypt since the time of the Pharohs.

FEATURE THESE....

Here are lists of plentiful fresh fruits and vegetables in major markets in this region. We suggest that you feature these fresh foods whn you give meal-planning suggestions to your listeners. This is the forty-second installment of this feature which you'll find in "RADIO ROUND-UP ON FOOD" each week.

Latest wire information from our market news office is the basis for this report. For daily developments during this current week, phone your local market news office.

BOSTON	NEW YORK CITY	PHILADELPHIA
Beets	Apples	Beets
Carrots	Beets	Broccoli Rabe
Celery	Cabbage	Cabbage
Grapefruit	Carrots	Celery
Peppers	Celery	Escarole
Squash	Greens (Dandelion, Collards, Kale, Hanover Salad, Broccoli Rabe)	Onions
Turnips	Onions	Peppers
	Parsnips	
	Peppers	
	Potatoes	
	Sweet Potatoes	

WASHINGTON, D.C.	PITTSBURGH	BALTIMORE
Apples	Apples	Apples
Celery	Beets	Beets
Grapefruit	Carrots	Carrots
Onions	Grapefruit	Onions
Oranges	Parsnips	Peppers
Potatoes	Potatoes	Spinach
	Rutabagas	Sweet Potatoes
	Turnips	

LIST OF WOMEN'S LAND ARMY STATE SUPERVISORS FOR THE NORTHEAST REGION

CONNECTICUT

Mrs. Corinne Alsop
Connecticut War Council
State Armory, Broad Street
Hartford

DELAWARE

J. Franklin Gordy
Agricultural Extension Service
University of Delaware
Newark

MAINE

Katherine Potter
Agricultural Extension Service
University of Maine
Orono

MARYLAND

Dorothy Emerson
Agricultural Extension Service
University of Maryland
College Park

MASSACHUSETTS

Lawrence V. Loy
Agricultural Extension Service
Massachusetts State College
Amherst

NEW HAMPSHIRE

Kenneth R. Barraclough
Agricultural Extension Service
University of New Hampshire
Durham

NEW JERSEY

J. C. Taylor
Agricultural Extension Service
Rutgers Universtiy
New Brunswick

NEW YORK

Mrs. Martha H. Eddy
Agricultural Extension Service
Cornell University
Ithaca

PENNSYLVANIA

Eliza Corbin
Agricultural Extension Service
Pennsylvania State College
State College

RHODE ISLAND

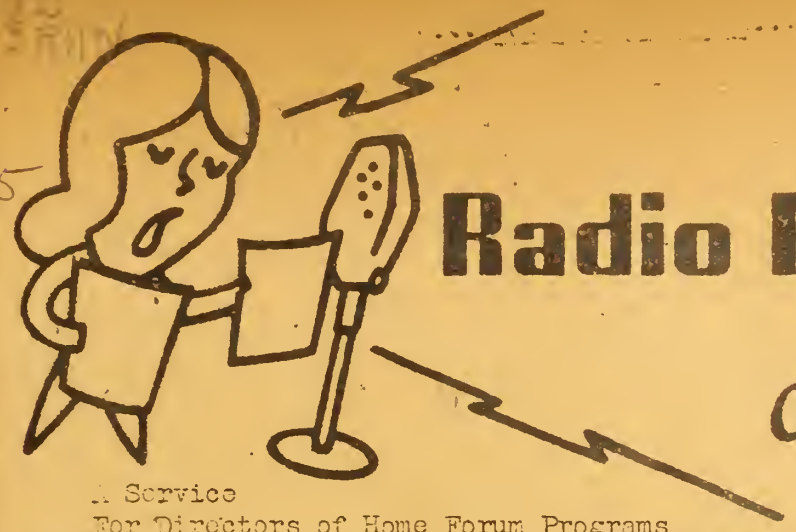
G.E. Bond
Agricultural Extension Service
Rhode Island State College
Kingston

VERMONT

Mrs. Martha Buttrick
Agricultural Extension Service
University of Vermont
Burlington

WEST VIRGINIA

Mrs. Jessie F. Lemley
Agricultural Extension Service
West Virginia University
Morgantown



Radio Round-up *on food*

A Service
For Directors of Home Forum Programs

New York 7, N.Y.
March 31, 1945

....W-H-A-T-'-S I-N-S-I-D-E....

PROTEINS PRO TEM...Clearing up some misconceptions about rationing and proteins.

LETTING THE CANDY "BARS" DOWN...Why we're going to have more candy bars.

COLOR CRITERION...All about bread enrichment, and how it's tested.

SOMETHING FOR JOE'S GIRL...Information about post-war farm homes.

AN EAR TO THE GROUND...It's Victory Garden time for your listeners.

HEP CATS GET HEP...Teen-agers needed for farm labor

GIVING YOU THE BIRD...Background to a hopeful chicken outlook.

SCHOOL LUNCH GROWS...And this week, we talking about Farrell, Pennsylvania.

UP-TO-DATE RATION NEWS...Behind the scene with recent point changes.

FEATURE THESE...Plentiful fruits and vegetables in the Northeast Region.

WAR FOOD ADMINISTRATION

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CURRENT RECORD
AUG 11 1945
U. S. DEPARTMENT OF AGRICULTURE

.....PROTEINS PRO TEM.....

Because we use the same color ration points for meat, fats and cheese, some people tend to think these foods are all the same type...that is, protein foods. Since supplies of these red-point items are not sufficient to meet unlimited demand, these cheerless chortlers say there isn't an adequate supply of protein food in this country. Broadcasters can do a lot to clear up these two mis-statements.

In the first place, our main protein foods are meat, fish, poultry, milk, cheese, eggs, dry beans and peas, soybeans and nuts. And there's a certain amount of protein in flour and cereals, too. Protein foods, you know, are the ones that help build and repair the body. Nowhere in this protein classification are butter, margarine and other fats. Fats are energy foods and they also give the diet "staying qualities". And incidently, butter and fortified margarine also provide Vitamin A.

As for that statement about protein adequacy...only two of our protein foods, meat and cheese, are on the ration list. And even some meats and cottage cheese are not rationed now. So it looks like our protein supply isn't too limited. It's just time to consider the more plentiful and unrationed protein foods which we can alternate for meat.

Thanks to bumper crops of grains in 1944, bread and cereal products are on the abundant list this year. While cereal foods do not offer protein in the quality and quantity that would let us rely on them alone, this limitation can be partly offset by eating them in sufficient quantity and more frequently. When they are combined with a little milk, meat or eggs, they provide the diet with good quality protein. In a study of the American diet in 1942, the Bureau of Human Nutrition and Home Economics found that 28 percent of our protein comes from cereal foods. Dry beans and peas can carry some of the protein load and they will be in adequate supply for civilians.

Eggs are interchangeable with meat as a source of protein. And there will be good supplies of eggs this year for civilians. By way of comparison, the amount of protein yeilded by a lamb chop can be obtained from one and a half eggs...or one and a fourth ounces of cheddar cheese or a large glass of milk.

Milk production is always highest in the months of April through June. It's expected now that consumers will be able to meet all their requirements for fluid milk and for buttermilk. Cheddar cheese will be available in the same amount as in the past months, but we can expect increases in the supply of cottage cheese. Ice cream production also starts going up in April until the peak production period is reached in July. So, all in all, there's no need to take a dim view of our over-all protein supply.



SATISFYING THE "SWEET" TOOTH

.....LETTING THE CANDY "BARS" DOWN.....

After the first of April you'll notice more candy bars, rolls and packages at confectionary counters across the country.

Our candy manufacturers are only going to be required to set aside 35 percent of their production for the Armed Forces instead of 50 percent. Since October 1944, all manufacturers, who made more than 10,000 boxes of the 5 cent candy bars a month, have been sending half of their production to the Armed Forces for sale in post exchanges and ships service stores in this country and abroad.

The reduction in the candy order was possible because the Army now has received a sufficient amount to fill supply lines. Subsequent requirements after April 1 can be filled with a reduced percentage. But due to the fact that less sugar will be available to candy manufacturers the next three months than the past three months, the increase in candy bars for civilians will not be as large as might otherwise have been the case.

.....COLOR CRITERION.....

Under wartime regulation all bakers' white bread and rolls must be enriched. As for flour used in home-baking, some of it is enriched on a voluntary basis by millers. In fact for the past two years, the greater percentage of the flour sold for home use has had stepped-up nutritive value due to added niacin, thiamine, riboflavin and iron.

To see that the terms of the enrichment program are followed, specialists in the Office of Marketing Services, War Food Administration make tests with samples of breed from bakeries thoughout the country. Most of the testing is done at the Beltsville(Md) Research Center of the War Food Administration, but some is done at the Processed Foods Inspection Laboratory, San Francisco.

Right now there is a new chemical test which will indicate almost instantly whether flour is enriched or not. Developed at the Beltsville (Md) laboratory the test requires the use of only two reagents...a four percent aniline solution in ethyl alcohol and a four percent aqueous cyanogen bromide solution.

Those are pretty fancy names but the actual test is simple. About one-half to one gram of flour is pressed on a white blotter or in a porcelain dish. Two drops of the aniline solution are dropped on the flour, followed by three drops of cyanogen bromide solution. Almost immediately a canary yellow color appears if the flour has been enriched. The intensity of color depends on the amount of niacin present in the flour. A color comparison has to be made within four minutes after application of the

reagents because even unenriched flour will develop a slight yellow color after 10 to 15 minutes...evidently due to the fact that a small amount of chemically-bound niacin is naturally present in unenriched flour. Enriched flour, however, contains a relatively large amount of niacin in a free state because it has been added in the enrichment process. The new test is also helpful in detecting enriched bread. It should be remembered though that this test shows only the presence of added niacin in bread and flour. The exact amount of all four enrichment ingredients by war food order can be determined only by a longer and more complex method of testing.

.....SOMETHING FOR JOE'S GIRL.....

A farm after the war! That's the dream of many Joes now on the fighting fronts. On the basis of an army survey, it's now estimated that about a million service men and women expect to go into farming when the war is over.



Joe + his girl

Sharing Joe's dream is the girl who'll play a major role in helping build that post-war farm home. (In some cases, this girl is already Joe's wife. In other cases, she's the girl he plans to marry. Or she may be Joe's mother.) Right now, Joe's "women-folks" are in a better position than he is to get information on farming opportunites.

Probably you'll be slanting broadcasts to Joe's girl though the coming months. She wants to know about the help they may expect. For example, the loan guarantee in the G. I. Bill of Rights. Briefly - the government will guarantee repayment of 50 percent of the money the qualified veteran borrows to buy a farm, livestock and equipment...provided the 50 percent does not exceed $2,000. The veteran borrows the money from a commercial or from a government lending agency. Repayments on real estate purchases can be paid back over a period of 20 years at 4 percent interest.

But getting the money to buy the farm isn't the only problem confronting Joe and his girl. Whether they borrow the money or use their war savings and his mustering-out pay to buy their farm, the big problem is to make a wise investment to buy a farm that with skillful operation will bring them and their family a good living through the years. Joe and his girl need help in judging the value of the farm on the basis of its long-time earning capacity. They want to get full value for their money. They need to be warned against the hazards that await the unwary. They need practical, down-to-earth information from men who know the complicated business of farming.

You can tell Joe's girl that agencies in the Department of Agriculture stand ready to help out. If she and Joe want to know where there are farms

for rent or sale, and how much money they'll need, what kind of farming is best in the area, or any other general information of that kind, they should contact their Extension Service county agent.

But if she and Joe have a farm in mind and know all about the farming they want to go into, then can contact a bank or other lender for a G I loan. In getting their loan, they will have help in seeing that they make a wise and sound investment. The Farm Security County Committee reviews every G I farm loan before it is made and makes sure that Joe and his girl won't get a bad buy with their money.

.....AN EAR TO THE GROUND.....

It looks like a banner gardening year. That's the gist of reports from state garden leaders and commercial seedsmen coming into Washington, D.C. Victory Garden Headquarters.

In Southern states, where the majority of gardens are already planted, the state goals call for substantial increases over last year. But it's not too late to plan and plant a garden in other states. However, time is flying and your listeners should realize that seedsmen and garden supply houses in every part of the country face a rush on all garden supplies.



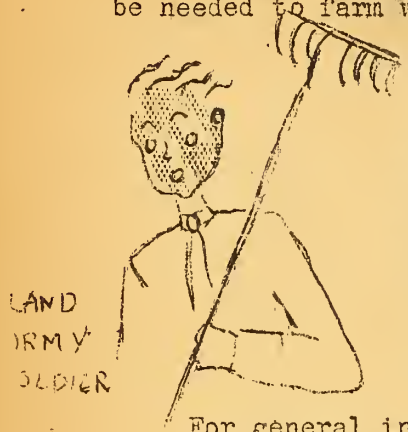
Everybody who has or can get a plot suitable for gardening should grow and preserve more of his own food supply. Food grown in the home garden eases the pressure on commercially produced fruits and vegetables needed for military, lend-lease, and relief purposes. But that's only part of the story. By growing your own you play safe.

No doubt you'll do all you can to encourage gardeners and give them information to help get the most from their gardens. Maybe there's an organized Victory Garden program in your city that you can help along. The editor of the Agricultural Extension Service of your state college of agriculture will gladly supply you with information on "how goes" the organized Victory garden program in your coverage area. The name and address of the editor in your State will be found on Page 10 of this issue of Round-Up.

.....HEP-CATS GET HEP.....

And speaking of food production, farmers are going to need the help of patriotic boys and girls of teen-age again this year. We referred to that fact last week in the Round-Up story on the Women's Land Army.

At least a million and a half boys and girls from towns and cities will be needed to farm work, , , as Victory Farm Volunteers of the U.S. Crop Corps.



You can help by finding out about the farm labor call for teen-agers in your community and by encouraging parents to give permission for their children to do farm work. These young helpers can find where they will best fit into the farm work schedule by talking with their school principal or scout master,..or some other youth leader. Or the country agricultural agent. Probably any one of these organization heads would be glad to appear on your program and give the answers to some of the questions, about plans for recruiting farm labor.

For general information on the need for emergency farm help in your entire are, how and when it will be recruited, we suggest you get in touch with the editor of your State Agricultural Extension Service. See list of names and addresses on Page 10 .

.....GIVING YOU THE BIRD.....

If your local poultry markets are supplied from the major broiler-producing States of Delaware, Maryland, Virginia, West Virginia, Georgia, Oklahoma, Missouri and Arkansas, you probably haven't been talking up chicken menus the past weeks. But you may notice some improvement in the chicken supply.

Here's a bit of background on this hopeful statement. The eight broiler-producting areas we just mentioned have been offering 100 percent of their dressed poultry to Quartermast Corps buyers, Now a weekly processing goal will be established for each chicken dressing plant in these eight states. Those processors who exceed their goal will have some poultry to release into civilian channels.

With this revised program it is expected that processors will speed up their production and thus meet the Quartermaster requirements for poultry sooner. It will also mean a small flow of poultry into civilian channels without reducing the present rate of buying for the armed forces under the set-aside terms.

.....NEWS OF THE NORTHEAST REGION.....

(Cleared by O.W.I. with an "A" essential rating)

SCHOOL LUNCH GROWS

This week, our story is about the Program in Farrell, Pennsylvania, School District. Next week, we'll tell you about a School Lunch in West Virginia.

90 GALLONS OF SOUP A DAY...

That's how much soup is consumed by the children in five public schools

at Farrell, Pennsylvania. No child in Farrell's schools need go hungry because when morning classes are over, a hot nutritious meal is ready for the pupils in the school lunchrooms.

Four years ago, the high school students were bringing cold lunches to school...which they ate in the school auditorium, and supplemented with candy and soda pop purchased outside. Few of them drank milk...and some ate no lunch at all. The elementary school pupils went home at noon... but when Superintendent of Schools Carrol Kearns followed them in his car, he discovered that the time consumed in travelling back and forth left them only a few minutes for lunch. Most of the children ran back to school with their lunch of an apple or banana still in their hands.

A survey of 1500 children showed that only 65 had hot breakfasts... and this, coupled with the poor lunches the children were eating, made nutrition-minded Mr. Kearns decide that Farrell youngsters should eat lunch at school. The initial money outlay for the program was borrowed...second hand equipment was obtained and surplus foods distributed by the government were used for the school lunch at the high school. 100 of the children participated in that first program.

During the next two years, the program was expanded to include the three elementary buildings and the junior high school in Farrell. The meals were improved under the War Food Administration's reimbursement plan. At present, nearly 2000 children in the school district are participating in the hot lunch program...and several hundred more in parochial schools receive milk.

Ninety people in all help to prepare the Farrell lunches. At the Senior High, 48 boys and girls help in the cafeteria, pick up trays and deliver milk in their free periods. And members of the faculty contribute their services by supervising the lunchroom during the six feeding periods.

The food for the trade school is prepared at a central kitchen in the junior high building. Then it's put in huge aluminum kettles and transported to the elementary buildings by truck. Women from the central kitchen arrive at the elementary school a little before lunchtime to set the tables...That way, the hot food is dished out to the children the moment it gets there.

The moment any of the faculty notice a child looking under-nourished, he is given a free lunch ticket... then his home conditions are investigated. The children's weights are checked often at the Farrell schools...and if children are underweight, their parents are advised to have them eat lunch at school regularly. Mr. Kearns maintains that the hot lunches, and increased milk-drinking have helped Farrell children to resist tuberculosis. A tuberculosis survey of the children in November of 1941 showed that 32% reacted positively. At that time only about 150 children were drinking milk...Two years later, when the program had expanded to the elementary schools and 1200 children were drinking milk, every day, the positive reactors to tuberculosis had dropped to 11 percent.

Another important achievement of Farell's school lunch program has been the way it's carried over to the homes of the pupils. An educational campaign is carried on at the schools to teach children to eat balanced meals...and to accustom them to unfamiliar foods. Literature on nutritious eating is sent home with the children. In many cases, children have requested parents to serve at home dishes they first ate in the school lunch.

The Farrell school lunch helps parents as well as children. Farrell is in an industrial center...and in many families, both parents are doing war work. In addition, there's a camp of 250 trailers nearby. The school lunch assures all of these parents, that the food needs of their children are cared for.

So it's no wonder that the Farrell school lunch program has earned the commendation and support of parents, and town organizations, labor unions and the city administration...For that 90 gallons of soup a day symbolizes continuing health, high scholastic standards, and a democratic school life... all factors in building a future good citizenship in today's children.

UP-TO-DATE RATION NEWS

WASHINGTON, MARCH 30 - - - April 1, ration points for canned asparagus and peas go up 10 blue points for the No. 2 can. Good news in the canned fruit line is that sweet cherries, plums, prunes, and tomato juice each go down in point value.

Here's the reason behind these point changes...peas and asparagus are being purchased a little too rapidly to spread the supplies evenly over the remaining months of the current pack year. On the other hand, sweet cherries, plums, prunes and tomato juice could move a little faster.

Red points for margarine, shortening, salad oils, lard and pork products will go up from one to three points during the April rationing period. Again, these point changes were made to keep supply and demand in reasonable balance.

FEATURE THESE...

Here are lists of plentiful fresh fruits and vegetables in major markets in this region. We suggest that you feature these fresh foods when you give meal-planning suggestions to your listeners. This is the forty-third installment of this feature which you'll find in "RADIO ROUND-UP ON FOOD" each week.

Latest wire information from our market news office is the basis for this report. For daily developments during this current week, phone your local market news office.

BOSTON	NEW YORK CITY	PHILADELPHIA
Beets	Apples	Carrots
Carrots	Broccoli	Cauliflower
Celery	Cabbage	Greens (Broccol , Rabe, Turnip tops, Dandelion greens)
Dandelions	Carrots	
Onions	Celery	
Parsnips	Escarole	Onions
Potatoes	Onions	Scallions..or green onions
Rutabagas	Peppers	
Spinach	Spinach	Sweet Potatoes
Sweet Potatoes	Sweet Potatoes	

WASHINGTON, D.C.	PITTSBURGH	BALTIMORE
Apples	Apples	Carrots
Cabbage	Broccoli	Cabbage
Grapefruit	Cabbage	Grapefruit
Greens	Carrots	Kale
Onions	Cauliflower	Onions
Oranges	Celery	Potatoes
Spinach	Collards	Spinach
	Kale	Sweet Potatoes
	Onions	
	Potatoes	
	Spinach	

You will find the name and address of the Agricultural Extension Service editor for your state in this list. Perhaps you'll want to save these names for later reference.

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